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The Nepal Initiative: Condom Distribution Study in Nepal

Achieving Health Impact through
Social Marketing, Social Franchising
and Behavior Change Communications

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CHAPTER 1: INTRODUCTION

This study examines the condom distribution patterns in Nepal using information collected from sample outlets in 18 districts. The major focus of this study is to assess various condom brands available in the market, its price and outlets involved in their distribution. In addition, the status of the stock of condom, promotional items, reasons for not selling condom and the willingness to sell condom in future among the outlets under study are also examined. The analysis is based on information collected from 2380 commercial outlets broadly categorized into traditional and non-traditional types using a set of structured questionnaire. Percentage and means are the major forms of summary indicators that are used to describe and analyze results.

1.1 Background

Nepal with its 33 million inhabitants (2001 census) with almost half of the population in the reproductive age group, topographically the country is divided into three regions; the lowland plains, which are called the Tarai, the hills and the mountains. The mountain region with its difficult terrain and lack of communication contains 7% of the population, 44% lives in the hills, and the Tarai region is home for 49%. Tarai contains 20% of the land area of the country along the open border with India.

Acquired Immune-deficiency Syndrome (AIDS) has been a health problem with many socio-economic consequences in Nepal. It is spreading from infected persons to Young People, Mobile Population, Female Sex Workers, Men who have Sex with Men and Intravenous Drug Users (IDU) through Unprotected Sexual Intercourse (USI), Intravenous Needle Sharing (INS), Infected Body Fluid Transmission (IBT), and Contaminated Blood Transfusion (CBT). The major concerns of spreading HIV/AIDS, including other STIs are girls trafficking in eastern region and direct involvement in sex business by *Badi* girls in western areas of Nepal (NCASC, 2001)

Nepal has moved from a low prevalence, low risk country to a rapidly spreading one with concentrated epidemics in high risk groups like female sex workers and injecting drug users (IDUs). Thus, there is a potential threat of rapid transmission of this infection from high risk group to the general population in the country. In this line NCASC (2001) has documented that among all IDU's in Nepal (estimated to be 30000) around 50% are HIV positive, and among IDUs in Kathmandu (estimated 15,000-20,000) the exposure to HIV/AIDS positive is increasing by around 50%. In addition, a study of 300 female sex workers of Kathmandu documented 15 self reported ever having injected drugs, representing 5% of the total sample. Of these 15 women, 11 were found to be HIV positive. In this same Sero-prevalence survey in Kathmandu, 52 out of 300 female sex workers (FSWs) 17% were infected with HIV. Only Four years ago, HIV prevalence among FSWs of Kathmandu was reported to be 2.7 percent. Furthermore, among sample of 400 FSWs in the Tarai, 16 (3.9%) were reported HIV positive. Of 16 women who reported working in Mumbai, half or 8 were found infected with HIV (FHI, 2000).

1.2 Prevention of HIV/AIDS through Condom Distribution

Condom is also used for HIV/AIDS prevention. Its consistent use can prevent sexual transmission of HIV/AIDS, including other STIs. It is therefore important that condom should be made easily available and affordable.

Condoms can be made available on a mass scale through regular commercial sales, free distribution, and social marketing (marketing techniques at an affordable price). In many countries, condom sales through social marketing have increased ten-fold or more since the early 1990s. Before AIDS pandemic in Nepal, condoms were distributed through Primary Health Care, Family Planning and Maternal and Child Health Clinics and other health institutions. At that time, condom was targeted for married women, unmarried women, men, and sexually active adolescents. Over the past 5 years, it is combined for FP and HIV/AIDS prevention and designed integrated programs as new outlets distribution systems, including community based distribution targeting to Men, FSWs, Adolescents, and Sexually active singles.

Condoms are generally purchased from pharmacies and other types of shops. In many places, however, it is difficult to obtain condoms for a variety of reasons such as price, limited number of outlets, inadequate promotional efforts, and a lack of privacy. Now-a-days there are varieties of outlets (non-traditional types) such as Bar, Hotels, Night club, Resort, Barber, General store, Department store, Education booth, Peer worker, Ready-made goods shop which are likely to be selling condoms. Non-traditional distribution can be considered as an easy outlet to make condoms more accessible to high-risk target populations especially for female sex workers and their clients, IDUs, TWs, MLs, etc., in different target areas. The information regarding the condom selling status of these types of shops is largely unknown in the context of Nepal.

1.3 Government's strategy to prevent HIV/AIDS:

Traditionally condoms in Nepal were distributed to curb fertility through birth spacing. The emerging health threats due to HIV/AIDS/STDs condoms are realized as one of the important protection tools in recent past. The government of Nepal recently has broadly identified family, NGOs, health workers and private sectors as agents for creating awareness for safe sexual activities. The major strategy adopted by the Government of Nepal in this line is:

- **Coordinate, facilitate and support reproductive health activities and services in hospitals lending to awareness creation for safe sexual activities and treatment of HIV/AIDS and STDs.**
- **Coordinate, facilitate and support NGO and private sector activities by:**
  - **Creating awareness**
  - **providing IEC materials**
  - **Conducting mini-surveys, and**
  - **Providing preventive services to the targeted population**
- **Involve sectoral ministries in creating awareness for the prevention of HIV/AIDS and STDs through :**
  - **Orientation and training**
  - **Supply of IEC materials**
  - **Provision of limited funds, and**
  - **Provision of limited fellowships**
- **Empower family and community members to provide care and supports to people with HIV/AIDS through:**
  - **Support to NGOs**
- **Prevent HIV transmission through:**
  - **Blood safety precautions**
  - **Promoting safe injecting practice among IDU**
  - **Care and counseling, and**
  - **Condom promotion**
- **Prevent pre-natal, natal and post-natal transmission of HIV**
- **Conduct centennial surveillance activities**
- **Support DDC activities through:**
  - **Funding, Manpower and, training**

1.4 Rationale of the Study

Since HIV infection is highly associated with social, behavioral and economic factors, without a cure of vaccine at present, the best way of preventing the spread of disease is to try to change the sexual behavior of sexually active persons. This may be possible by disseminating information about HIV/AIDS and encouraging the use of Condoms. Many men and women live in circumstances which make it hard for them to learn about or adopt safe sex behavior or insist that their partners behave safely. Knowledge of preventive practice in HIV/AIDS/STD is a prerequisite for behavioral change. Unless changes in safer sexual behavior and condom use are achieved, it is probable that incidence of HIV infection will continue to increase in this country.

Condom is likely to effectively prevent the transmission of HIV/AIDS/STDs. The following elements are essential for a comprehensive AIDS prevention program.

- **Condom promotion to specific high risk group.**
- **A reliable supply of high quality condoms especially for HIV/AIDS protection with sufficient IEC support.**
- **Availability of condoms in easily accessible outlets (both traditional and non traditional)**
- **Development of an efficient condom distribution network.**

As condom distribution program in Nepal is confined to only fertility reduction strategy through family planning, the use of condoms for prevention of HIV/AIDS is not well recognized. There are however, tremendous increases in number of source of supply of condom in Nepal under public and private commercial systems. Under the public system the condoms are supplied free-of-charge through hospitals, clinics Primary Health Care Centers/Sub-health Posts and Maternal and Child Health Clinics. Condoms are also distributed through different I/NGOs either free–of–charge or at nominal prices. In the private/commercial sector the condoms are sold at various retail stores (chemists/pharmacists, general stores, groceries, etc.) in two schemes- (1) at full market price and (2) at the subsidized price under the "Social Marketing (SM)"/CRS program.

It is believed that condom distribution in Nepal was started by Family Planning Association of Nepal in 1959. Further, beginning in the 1960s, when His Majesty's Government of Nepal adopted a family planning policy, however, condoms were included in the cafeteria of contraceptive methods. Now the program has been expanded to the whole country and presently includes the sales/distribution of many brands of condoms (including other family planning devices) through a dozens of business companies, industries and social service organizations including a social marketing (SM) company.

The SM program was initiated in 1978 under the "**Nepal Contraceptive Retail Sales (CRS)**" company which represented a unique collaboration between the government of Nepal and other business sectors. Now CRS is effectively complementing free government distribution and substantially contributes to achieve health and family planning objectives. It has over the years successfully attained a position of a definite corporate image and SM leadership, founded in an aggressive marketing of condoms and other health and family planning products, with the continued assistance from USAID. With the growth of sales of condoms including other family planning products, many tangible results like brand awareness and availability of the condom/contraceptives all over the country have been visualized. The knowledge and use of condoms/contraceptive methods have significantly increased over the period of 23 years in Nepal. The CRS Company during the past decade is involved in the training programs for retailers, beauticians, barbers, traditional local healers, local NGOs, CBOs, Clubs etc., to obtain popular participation in the fields of health and family planning, which has contributed to the brand awareness as well as use of condoms in the country.

Of the total distribution of condoms in Nepal through the aforementioned source, free distribution constituted 46 percent share, while the SM and full priced commercial source constituted 38 percent. Among these, the condom distribution under commercial supply remains not more than 10 to12 percent, whereas the condom distribution under SM program (CRS) constituted more than 25 percent (NDHS, 2001, MARG, 2002). The evaluation study (CRS, 2000) showed that about 90% of commercial/SM condoms are sold by chemists/pharmacists, with smaller amount of condoms being distributed through nontraditional outlets. The condom distributed by other I/NGOs are negligible (4 percent) (NDHS, 2001). These percentage shares are based on "primary" distribution/sales data and not adjusted for possible wastage/non-use. It is frequently observed that as many as (46%) of the condoms supplied through the free distribution system may have been unused and wasted. Similarly, condom supplied under SM/Commercial system is piled-up due to lack of managerial capacity, financial and supervisory control.

The achievement and success of Family Health International (FHI) in support of condom social marketing and Behavior Change Communication (BCC) intervention to reduce risk behaviors and

improved STI diagnosis and treatment, further needs to be aggressively continued and expanded to improve the existing situation in Nepal. Accordingly, FHI has aimed at developing and launching a Condom Social Marketing (CSM) program for a new brand of male condom. This new condom will be distributed through both traditional and non-traditional retail outlets (focusing especially later one) for HIV/AIDS/STIS prevention in Nepal. In this context, the Product, Price, Place and Promotion (four Ps) need to be considered in the marketing mix to make the behavioral change desirable and feasible. Consumer will be more likely to accept new products or services which are easy to use and understand and inexpensive in monetary and other costs (social, cultural, moral and psychological, etc). Social marketing is the application of a commercial marketing technique to a social program e.g., it promotes, distributes and sells products (consisting of tangible and/or intangible elements) through commercial retail outlets at relatively low or subsidized price in order to meet the social goals and increase usage by making them more widely available. Furthermore, social marketing is a specific type of condom promotion program now adopted all over the world which offers a unique opportunity to achieve widespread distribution through private sector networks. For HIV/AIDS/STD prevention, condoms are sold at subsidized prices through commercial outlets or community-based agents. Because the condoms are subsided, they are affordable to even the lowest income earners. Revenue thus generated from sales may be used to defray project costs.

The major objectives of FHI, through SM strategy are to make condoms widely available to its ultimate potential users. An individual who is made aware of HIV/AIDS prevention measures through condom use finds it readily available at convenient sources. Thus, the distribution system seems to be the major aspect of marketing program. In the distribution system retailer occupies an important position because he is the only person who comes in direct contact with users. Retailer not only acts as seller but also as communicator and promoter. So the effectiveness of the program to a larger extent depends on the willingness of the retailers to stock condoms, to display them prominently and to sell them actively. However, the active role one expects from the retailer depends not only on his attitudes towards control of HIV/AIDS but also on the sales turnover and profit margins. Both social and economic factors are closely inter-related here. While the profit margin may be increased by providing support for promotion and advertisement leading to demand creation and hence increased turnover. Therefore, it is also worthwhile to understand the retailers' sales behavior and see how it is closely interlinked with condom sales.

1.5 The Objectives of the study

The goal of the study is to gain an understanding of the availability and distribution of various commercial, social marketing and public sector condom brands in Nepal, before launching a new social marketing condom brand. This study is aimed at helping to design a distribution strategy that will ensure availability of the new social marketing condom in appropriate outlets and appropriate retail outlet coverage. The specific objectives include:

- **Assess the extent of condom availability by brand, in traditional outlets (pharmacies, retail shops, etc.) across the country.**
- **Assess the extent of condom availability in non-traditional outlets (kiryana/grocery shops, bars, batli passals/liquor shops, cabin restaurants and dancing halls, etc) across the country.**
- **Assess the extent of condom availability in Urban vs. rural areas**
- **Assess consumer price for condoms.**
- **Assess stocking methods and sources, frequency of restocking, frequency of restocking, frequency of sales agent visit, etc.**
- **Assess sales levels by individual outlet and outlet type**
- **Assess availability of promotional items including point of purchase displays.**
- **Investigate retailers' reasons for selling condoms and for not selling condoms**

1.6 The Study Area and Sample design

As stated earlier, the CRS Company is playing a lead role in the condom distribution through out the country. Besides, condoms are also being distributed through government health channels, Family Planning Association of Nepal and various INGOs, and NGOs. Its distribution outlet however, is largely traditional (Pharmacies). The number of registered pharmacies is reported to be 4,000. Similarly, there are government health institutions through which government and donor agencies are distributing condoms. But it is hard to ascertain the number of non-traditional outlets that are selling condoms within the country. There is no mapping of such outlets nor do we know the extent of availability of condom in such outlets. As a consequence estimation of the variations among the outlets in term of availability and their sales become all the more difficult.

Condoms are sold all over the nation, although distribution networks are more developed in Tarai and Hilly areas. A Sampling strategy, as suggested by the Terms of Reference (TOR) of the proposed study is concentrated only in these two regions. The succeeding section provides the sampling design of the study.

1.7 Sample Design

The crucial dimension here is the HIV/AIDS, which deserves special attention. The situation highlighted above does not permit us to follow usual statistical sampling exercises, which apart from a good frame demands advanced estimate of population parameters. A careful review of the past studies could supply such estimates to enable sampling exercise but such rigorous sampling scheme is most likely to be geared towards FP rather than HIV/AIDS prescriptive which at the moment is all the more important. The sampling scheme proposed, therefore have taken into consideration the following perspectives of selecting the districts.

- **Commercial Sex Workers (CWS)**
- **Migrant workers**
- **Indian Border (Main entry/exit points of migrants/CSWs**
- **Intravenous Drug Users (IDUs)**
- **Urban Centers/Rural Areas**
- **Hills and Tarai Variations**
- **Regional Variations**

Statistics related to the magnitude as well as the extent to which the above mentioned activities are prevailing in different pockets does not exist. At present it is also hard to ascertain the proportion of such categories by area. Nonetheless, the existence of activities in these areas cannot be ignored and it has put the country in a vulnerable situation in terms of HIV/AIDS/STD. Attempt therefore has been made to include areas where these activities distinctly prevail. These sample areas are the ones where such activities are expected to be relatively large. As the magnitude of such undergoing activities by area is unknown efforts have been made to include districts primarily to satisfy as many attributes as possible and obtain a better spread over the entire country. Furthermore, rural/urban differentials has been given due consideration in the following sequence of sample. The above mentioned situation has put major constraints to the researchers to segregate the effect of each of the attributes given above in (i) to (iv). The readers therefore are made cautious about it. The segregation task however needs further investigation which is beyond the scope of the study.

A three stage-sampling plan has been used in both Hills and Tarai regions. While doing so due care has been taken to include outlets from both rural and urban areas in both the eco-regions. This scheme will facilitates both rural/urban and hills/Tarai comparisons. The various stages of sample design are given below.

1.8 1st Stage of Selection

The selection of municipalities/urban centers and the selection of the rural areas are purposive based on available secondary information. In the First Stage of selection such locations are selected based on various attributes given in (i) to (vii) above. In other words, the selected location

is important from at least one of the four attributes given in (i), (ii), (iii) and (iv). After the selection of the urban centers, the rural areas adjoining to the urban centers are selected. A list of the selected municipalities and rural areas forms primary stage units. Urban areas in both hills and Tarai eco-regions are considered to be first stage sampling units. The first stage-sampling units (districts) are selected from both the ecological regions by taking into account various attributes of the districts relating to HIV/AIDS/STIs. For instance, while selecting the sample districts. Altogether, 18 districts/urban centers are selected. The list of selected districts/urban centers is given below (Table 1.1).

1.9 Coverage of the Study Area

The study area includes a sample of 18 districts, as per the sampling plan presented below.

Table 1.1 Selection of Urban Centers

Eco-Region	S.N.	Town/Rural Area (District)	Main Considerations
Hills	1.	Ilam Bazar (Ilam)	Migrant worker
	2.	Kathmandu (Kathmandu)	MW/TW/CSWs (hidden)/Trafficking/IDU
	3.	Lalitpur (Lalitpur)	MW/TW/CSWs (hidden)/Trafficking/IDU
	4.	Hetauda (Makwanpur)	CSWs/IDU
	5.	Pokhara (Kaski)	MW/TW/CSWs (hidden)/Trafficking/IDU
	6.	Dipayal (Doti)	Migrant Workers
	7.	Amargadi (Dadeldhura)	Deuki/Clients
Tarai	1.	Kakarvetta (Jhapa)	Boarder/MW//CSWs/Clients/IDU
	2.	Dharan (Sunsari)	MW/TW/CSWs/Clients/IDU
	3.	Biratnagar (Morang)	ML/IDU/Boarder/CSWs
	4.	Nijagadh (Bara)	TW/ML/CSWs/Clients
	5.	Birgjung (Parsa)	Border Area/CSWs
	6.	Bharatpur (Chitwan)	MW/TW/CSWs (hidden)/Clients
	7.	Bhairawa (Rupendehi)	Boarder/CSWs/MW
	8.	Krishnanagar (Kapilbastu)	Boarder/CSWs/MW
	9.	Nepalgjung (Banke)	Boarder/MW/TW/CSWs/Clients
	10.	Dhangadhi (Kailali)	ML/TW/Boarder/CSWs/Clients
	11.	Mahendranagar (Kanchanpur)	MW/Boarder/CSWs/TW/Clients

Note: MW=migrant worker; TW=transport worker; CSW=commercial sex worker; Trafficking=girl trafficking; IDUs=intravenous drug user; Border=location at Indian border; Clients= Clients of sex workers

1.10 2nd Stage of Selection

Market Centers in the urban and in the adjacent rural areas are the second stage units in the sequence of sample selection. Due attentions, therefore, was attached towards selection of the required market centers. Defining and then identifying market centers precedes the selection of market center for their inclusion in the sample. The supervisors and their team of enumerators were made quite familiar with the procedures of market identifications and their selection during the course of training. In each team, core professionals were present in the field sites to facilitate them for segregation of markets and sample allocations. The followings are the steps followed for identifications and selection of markets.

Instructions for Identification/selection of markets in the study area

A quick review of map as well as past studies in the selected districts was done before the selection of the market centers. Then after, the team came up with a comprehensive list of potential markets to be covered. An interaction programme was also initiated with the field supervisors to finalize the list of sampled rural markets. In case of urban markets, however, a common classification of area was finalized and this was instructed to be followed by all surveyors (annex 1.1).

The senior researchers themselves led the survey team and identified all the six market centers in each of the selected urban areas. In this regard, meeting and consultations with zonal/district level health offices, family planning organizations, distributors of CRS company and other

knowledgeable persons in the concerned districts were very much instrumental in identifying the market locations.

Some of the municipalities in Nepal are newly classified as urban from rural. With a view to facilitate regional comparisons municipalities like Dipayal, Dasharthachand, Ilam had to be included in the sample. These municipalities did not provide adequate market centers and therefore compensated with the rural markets in each of such municipalities in way not to alter the required sample size. The center like Nijagarh also did not yield the required market centers. It was included in the sample because of being a vulnerable area in the highway with respect to HIV/AIDS/STDs. Adjoining rural markets in the highway therefore were considered to complete the desired sample size of sixty outlets from this area.

1.11 3rd Stage of Selection

Outlets, which are potential sales points of the condom, are the enumeration units. 10 non-traditional outlets were targeted from all the selected market centers in all the selected areas (Rural and Urban).

Table 1.2 **Sample Size by Study Areas (Non-Traditional)**

		Towns	Rural		Urban		Total	
Hill			Markets	Out lets	Market	Outs lets	Market	Out lets
	1	Ilam	4	40	6	60	10	100
	2	Kathmandu	4	40	6	150	10	190
	3	Lalitpur	4	40	6	150	10	190
	4	Hatauda	4	40	6	60	10	100
	5	Pokhara	4	40	6	150	10	190
	6	Dipayal	4	40	6	60	10	100
	7	Dashrathchand	4	40	6	60	10	100
		Subtotal	28	280	42	690	70	970
Tarai	1	Kakarvitta	4	40	6	60	10	100
	2	Dharan	4	40	6	60	10	100
	3	Biratnagar	4	40	6	150	10	190
	4	Nijagadh	4	40	6	60	10	100
	5	Birjung	4	40	6	60	10	100
	6	Bharatpur	4	40	6	60	10	100
	7	Bhairwa	4	40	6	60	10	100
	8	Krishnanagar	4	40	6	60	10	100
	9	Nepaljung	4	40	6	60	10	100
	10	Dhangadhi	4	40	6	60	10	100
	11	Mahendranagar	4	40	6	60	10	100
		Sub Total	44	440	66	750	110	1190
		Total	72	720	108	1440	180	2160

The municipalities in the sample possess diverse socio-economic characterizes and vary largely in terms of population size. It includes municipality like Dasharathchandra, which accommodated only around 18,000 persons in 1991 and on the other hand municipality like Kathmandu where more than, 400,000 people live. The higher population concentration depicts distinct variation. In order to try to address this problem additional outlet in Metropolitan city (Kathmandu) and three sub-metropolitan cities (Lalitpur, Biratnagar, Pokhara) are included in the sample. The supervisors going to these areas for enumeration were instructed accordingly. For example, the supervisors covering Kathmandu used a sampling rate of 25 outlets per market center (in the urban area only) as against 10 outlets per market center set aside for each of the market centers associated with the cities/localities other than Kathmandu, Lalitpur, Biratnagar and Pokhara (Table 1.2).

The Sampling scheme described above is followed to enumerate only the non-traditional outlets of different categories mentioned above. The traditional outlets, mainly the pharmacies have long

been selling out the condoms. These pharmacies have also been included in the sample. The sampling rate followed was 10 pharmacies from each of study areas attached with 14 municipalities, whereas 20 pharmacies from each of areas encompassed by the four metropolitan cities were enumerated. Thus altogether (14x10+4 x 20) = 220 pharmacies included in the sample. While enumerating the pharmacies in the study areas one pharmacy per selected market was included to the extent possible in the rural areas. However, in case of urban markets two traditional outlets were included from each of the identified markets. (For detail see Table 1.3). The survey teams, besides being well trained, were provided with guidelines to successfully complete the work. In order to address the problem of selection different types of non-traditional outlets multi-round of consultations among the team members and with the PSI/N was made. It was then decided to follow a mixed approach to include as many categories of non-traditional shops form all selected markets as possible. The shop categories provided by PSI/N in this regard were very much instrumental and formed the basis of selection of different types of non-traditional shops from all the selected markets in all the selected districts. The team was also supplied with a list comprising of sub categories to be included in the sample. The instruction and lists are described in annex 1.2. The total sampled outlets from the selected districts by traditional and non-traditional outlets are described in annex 1.3.

Table 1.3 **Sample Size by Study Area (Traditional)**

		Towns	Rural		Urban		Total	
Hill			Markets	Outlets	Market	Outlets	Market	Outlets
	1	**Ilam**	4	4	6	6	10	10
	2	**KTM**	4	8	6	12	10	20
	3	**Lalitpur**	4	8	6	12	10	20
	4	**Hatauda**	4	4	6	6	10	10
	5	**Pokhara**	4	8	6	12	10	20
	6	**Dipayal**	4	4	6	6	10	10
	7	**Dashrathchand**	4	4	6	6	10	10
		Subtotal	28	40	42	60	70	100
Tarai	1	**Kakarvitta**	4	4	6	6	10	10
	2	**Dharan**	4	4	6	6	10	10
	3	**Biratnagar**	4	8	6	12	10	20
	4	**Nijagadh**	4	4	6	6	10	10
	5	**Birjung**	4	4	6	6	10	10
	6	**Bharatpur**	4	4	6	6	10	10
	7	**Bhairwa**	4	4	6	6	10	10
	8	**Krishananagar**	4	4	6	6	10	10
	9	**Nepaljung**	4	4	6	6	10	10
	10	**Dhangadhi**	4	4	6	6	10	10
	11	**Mahendranagar**	4	4	6	6	10	10
		Sub Total	44	48	66	72	110	120
		All total	72	88	108	132	180	220

1.12 The Survey Teams

There were altogether 6 Supervisors and 24 Enumerators, who were involved to carry out the field survey. The six core professional manpower provided training and central level supervisory role to maintain quality data collection (Annex 1.4). The professionals also led the survey teams in the selected districts. The composition of the survey team was: one professional, one supervisor, and four enumerators in each team. The survey work was undertaken in two phases. The first phase survey work was initiated in 12 districts of western, central and eastern development regions which began from 2nd week of April 2002 until the end of April. Similarly, the second phase survey in the remaining six districts of mid-western and far-western development regions was undertaken during 15 May to 31 May, 2002.

CHAPTER 2: SELECTED BACKGROUND CHARACTERISTICS OF THE OUTLETS

This chapter examines the background characteristics of the outlets selected for the purpose of this study. The analysis is based on two-way tables, which in most of the cases are presented in percentage form. This chapter broadly addresses the distribution of the sample outlets by selected background factors, which will describe the contextual factors and provide help in interpreting the results in the subsequent chapters.

2.1 Geographical distribution of the sampled outlets

Table 2.1 shows the percentage distribution of the sampled outlets by development regions and the ecological belts Nepal is broadly divided into 5 administrative regions called as 'development regions, three ecological regions called as "Ecological belts" and 75 districts. Further to this, the rural area of the country is constituted by about 4000 VDCs (Village Development Committees) and about 58 municipalities constitute the urban area.

The distribution of the outlets covered in this study shows that all five developments regions are covered. However, with respect to the ecological belt, only hills and Tarai are covered because in most of the mountains regions there are few outlets only. In addition, the total inhabitants in the mountain regions are also very scattered and small in size in terms of the distribution of the population, leading to fewer traditional and non-traditional outlets.

There were variations in the percentage distribution of the sampled outlets by development regions. The total sampled outlets were lowest in the Mid-Western Development Region (MWDR) and highest in the Central Development Regions (CDR) leaving other regions in between. Such variations are due to the selection of the districts, which was done purposively in order to capture as much variety of outlets as possible, particularly in the urban areas. Additionally, the total sample in the urban area is also purposively made larger because the number of shops in urban centers is significantly larger than those of the rural areas. Therefore, those regions where there are one or more municipalities the proportion of sampled outlets automatically become large. The pre-requisite information regarding the total number of potential condom users in HIV/AIDS/STD perspectives as well as total number of outlets in selling condom by regions, by rural-urban locations, by districts does not exist, which does not permit us to apply sampling weight. The aggregate estimates done here although most likely to be representative, might have some bias due to almost equal allocations everywhere. The estimates at the sub-national levels by area however are likely to be affected by this problem but fairly indicative of the local situations.

Table 2.1 Distribution of sample outlets by geographical variables

Development region	Number	Percent
EDR	540	22.69
CDR	860	36.13
WDR	430	18.07
MWDR	110	4.62
FWDR	440	18.49
Ecological Belt		
Hill	1070	44.96
Tarai	1310	55.04
Total	2380	100

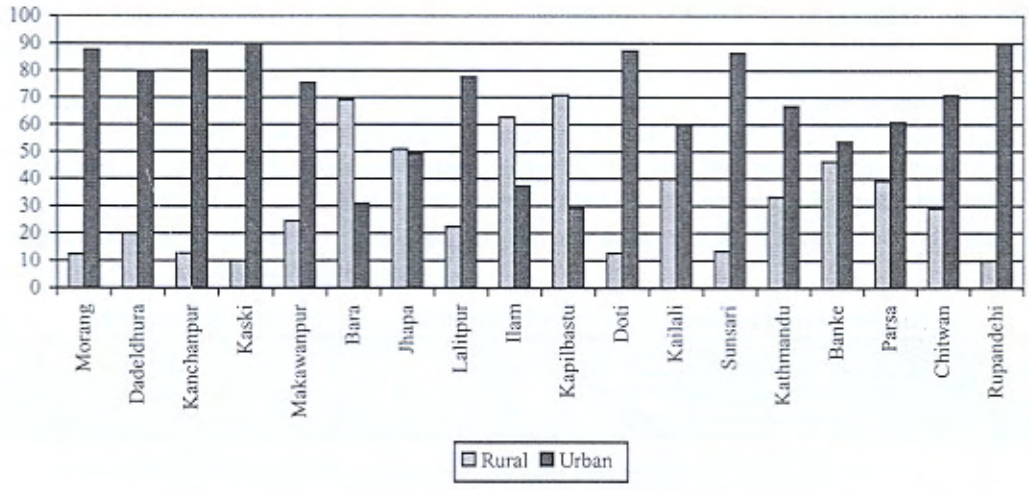
Table 2.2 shows the percentage distribution of the sampled outlets by districts and rural-urban locations of the outlets. In total the urban sampled outlets constitutes 69.9 percents and the rural sample constitute 30.1 percent. The ratio of this distribution however is not consistent across districts because of the differences in the distribution of the rural and urban areas in these locations. Besides, the sizes of the urban areas in terms of its population, development infrastructure as well as the number of total shops also largely vary. In some instances, there are also some rural areas, particularly adjoining to the highways in Tarai districts that are larger in size than their other counterpart rural areas. All these factors have created the differences in the percentage of the sampled outlets across rural-urban domains. The differences in the rural-urban

areas are also portrayed in figure 2.1, which clearly shows the differences in the distribution of outlets.

Table 2.2 **Percent distribution of sample outlets by rural-urban locations and districts**

Districts	Rural	Urban	Total Percent	Total N
Kaski	10.0	90.0	100.0	210
Rupandehi	10.0	90.0	100.0	110
Morang	12.4	87.6	100.0	210
Kanchanpur	12.7	87.3	100.0	110
Doti	12.7	87.3	100.0	110
Sunsari	13.6	86.4	100.0	110
Dadeldhura	20.0	80.0	100.0	110
Lalitpur	22.4	77.6	100.0	210
Makawanpur	24.5	75.5	100.0	110
Chitwan	29.1	70.9	100.0	110
Kathmandu	33.3	66.7	100.0	210
Parsa	39.1	60.9	100.0	110
Kailali	40.0	60.0	100.0	110
Banke	46.4	53.6	100.0	110
Jhapa	50.9	49.1	100.0	110
Ilam	62.7	37.3	100.0	110
Bara	69.1	30.9	100.0	110
Kapilbastu	70.9	29.1	100.0	110
Total	30.1	69.9	100.0	2380

Figure 2.1 Percentage distributions of sampled outlets by districts and rural-urban locations

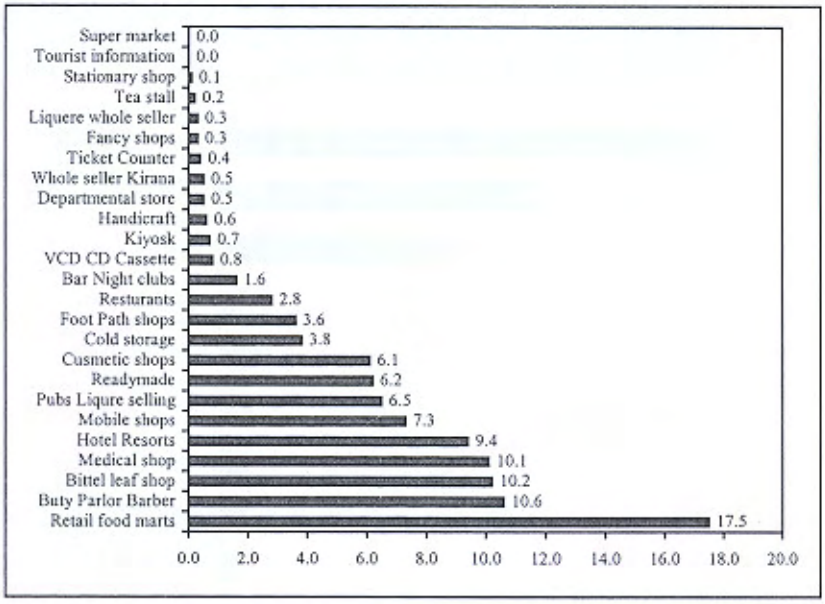


It is important to mention at this point that the survey has slightly deviated from the original plan that proposed 60:40 ratios of urban-rural samples. The first reason for this deviation was the consequence of the security situation in the country at the time of survey which hindered the survey teams visiting the targeted areas. This was further aggravated by the reason that some vulnerable pockets previously identified and allocated for rural samples were mostly lacking shops where the enumerators were forced to interview the adjoining areas that fell into the territory of the municipality.

2.2 Outlet type and background characteristics

This section examines the types of sampled outlets by selected background characteristics. A total 25 different types of outlets were covered in this study, which is listed in figure 2.2. The distribution of the types of shops covered in this study shows highest share for retail food mart (17.5%) to lowest share for super market (less than one percent). This distribution clearly suggests a need for re-categorization of the outlets in broad headings in order to bring in meaningful analysis in the subsequent sections and chapters. If the outlets are kept in the form as it is, it will produce many cells empty or leave the cells with small number of cases. Keeping this in mind, the analysis in most of the subsequent sections is approached by re-classifying the outlets into two broad categories: traditional and nontraditional. The traditional category comprises of medical shops and the non-traditional category comprises of all other outlets besides medical shops. This categorization is based on the premises that medical shops are the outlets, which are selling condoms in Nepal since long while others are selling since recently. The nontraditional category however is grouped under eight major types of shops for deeper analysis in some cases.

Figure 2.2 Percentage distributions of the total outlets by kind of outlets.



N=2830

The cross-classification of the types of outlets with their rural-urban locations is shown in Table 2.3. Of the total outlets, 10.1 percent belongs to traditional category and the rest (89.9 %) belongs to non-traditional category. The further classification of the total outlets by urban-rural category shows that 11.2 percent of the total rural sample was in the traditional and 88.8 per cent was in the non-traditional category. Similarly, this figure for urban area was 9.7 percent for traditional and 90.3 per cent for non-traditional category.

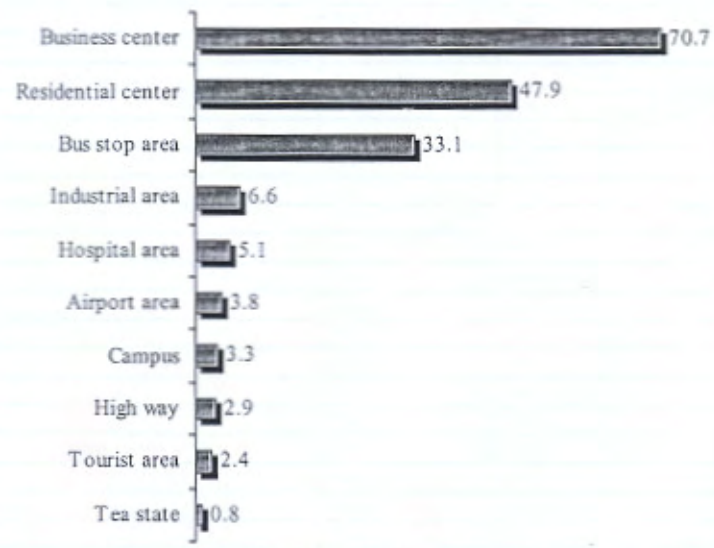
Table 2.3 Percentage distribution of types of outlet by rural urban locations

Type of shops	Locations of the outlet		Total n=2380
	Rural N=716	Urban N=1664	
Food shops	20.25	16.41	17.56
Beauty parlour & cosmetic shops	15.22	17.37	16.72
Betel leaf and tea stall	5.59	6.67	6.34
Night life venues	22.21	19.47	20.29
Medical shop (Traditional type)	11.17	9.68	10.13
Mobile shop	8.52	7.81	8.03
Wholesalers	0.42	0.84	0.71
Others	16.62	21.75	20.21
Total	100.00	100.00	100.00

The further classification of the nontraditional types of shops shows the share of night life venue in total sample to be 20.2 per cent followed by food shops (17.56 %), beauty parlour & cosmetic shops (16.72%) and mobile shop (8.0 %) leaving the rest of other categories in Table 2.3. The patterns of distribution across rural and urban classification are similar except for food shop, beauty parlour and cosmetic shops in urban areas.

The study area collected information from various types of non-traditional and traditional outlets located in ten broadly classified types of locations (Figure 2.3). The percentage values shown in figure 2.3 are multi response where yes response is used to prepare the graph.

Figure 2.3 Percentage distribution of the point of locations of the sample outlets Multiple response All N=2380



The analysis shows that most of the outlets covered in this study are located in business centers followed by residential area, bus-stop area, industrial area and hospital area. The percentage of the outlet coverage located in the airport area, campus area and high way area per se are relatively small.

Table 2.4 shows the distribution of the types of outlets by selected background characteristics. The patterns of distribution of the traditional as well as non-traditional outlets across development regions and rural urban dichotomy are quite similar. This pattern is also consistent in case of other factors used in the table.

The coverage of the traditional outlets across districts ranges between 4.1 and 8.3 percent. Similarly, this distribution across districts for non-traditional outlets ranges between 4.3 to 9.1 percent. The coverage of sample regarding traditional outlets in the districts largely depends in the number of such outlets in the sample area. Traditional outlets, as mentioned earlier, are the medical shops which in comparison with other types of outlets (non-traditional) are very limited, particularly in the rural areas. For example, non-traditional types of outlets, which encompass a wide variety of shops, are available in almost every place where its number depends on the size of market or number of inhabitants. In contrast, the medical shops are mostly located in surrounding hospital area and seldom in the residential areas. Such a distribution of the types of shops by location also creates the differences in the coverage of the outlets by districts.

The survey also collected information on the type of roads where the sampled outlets in this study were located. In this respect the study found ten different types of road locations where interviews were carried out. Of these ten different types of the road locations, most of the shops located around highways were covered followed by the roads surrounding residential areas and business centers. The highest coverage of the shops around highway areas is due to the fact that most of the sample area in the Tarai, irrespective of whether it is urban or rural, is located near by highway. The number of outlets sharply decreases as one goes deeper in the rural area. In addition, these locations are also high-risk zones in terms of HIV/AIDS/SDT because of the use of alcohol, drugs and commercial sex worker in these areas are more common than in the residential areas. In addition to this, the movement of the large number of people is also very common in these areas.

Table 2.4 **Percentage distribution of the types of outlets by selected background characteristics**

	Traditional	Non traditional	Total
Development regions	N=241	N=2139	N=2380
EDR	24.9	22.4	22.7
CDR	35.3	36.2	36.1
WDR	17.4	18.1	18.1
MWDR	4.6	4.6	4.6
FWDR	17.8	18.6	18.5
Ecological Belt			
Hill	41.5	45.3	45.0
Tarai	58.5	54.7	55.0
District			
Morang	8.3	8.9	8.8
Dadeldhura	4.6	4.6	4.6
Kanchanpur	4.1	4.7	4.6
Kaski	6.6	9.1	8.8
Makawanpur	5.4	4.5	4.6
Bara	4.1	4.7	4.6
Jhapa	4.1	4.7	4.6
Lalitpur	7.9	8.9	8.8
Ilam	4.6	4.6	4.6
Kapilbastu	5.8	4.5	4.6
Doti	4.6	4.6	4.6
Kailali	4.6	4.6	4.6
Sunsari	7.9	4.3	4.6
Kathmandu	7.9	8.9	8.8
Banke	4.6	4.6	4.6
Parsa	4.1	4.7	4.6
Chitwan	5.8	4.5	4.6
Rupandehi	5.0	4.6	4.6
Rural-urban location			
Rural	33.2	29.7	30.1
Urban	66.8	70.3	69.9
Types of road where sales point is located			
High way	38.2	36.6	36.8
Residential area Road	29.0	35.2	34.5
Way to business center	19.5	17.8	17.9
Way to industrial estate	5.0	4.0	4.1
Roads around Hospital area	0.4	1.8	1.7
Roads around Entertainment center or Sport clubs	2.1	1.5	1.6
Tea state area road	1.7	1.1	1.2
Bus park crossing	2.1	1.0	1.1
Road located in Tourist area	1.2	0.6	0.7
Roads around airport	0.8	0.4	0.4
Respondent's age	N=241	N=2139	N=2380
Less than 15		0.8	0.8
15-19	4.6	8.6	8.2
20-29	36.5	36.9	36.9
30-39	37.3	32.1	32.6
40-49	16.6	14.0	14.3
50 and over	5.0	7.5	7.2
Respondent's education			
Never been to school	0.4	13.8	12.5
Primary 1-5 years	0.4	18.0	16.2
Secondary 6-10 years	11.2	34.8	32.4
SLC or higher	88.0	33.3	38.9
Total	100	100	100

Way to business centers (roads around business centers) appears in the third place in terms of the percentage coverage of the outlets in total. The roads to business centers indicate roads that are around main market centers where different activities take place. These are also hot spots, particularly in the urban areas, where cabin restaurants, and other types of restaurants, alcohol shops exist where the risk of HIV/AIDS/STDs can be considered to be highest. The people after

taking alcohol and coming in contract with the commercial sex workers in the restaurants/bars or pubs are likely to go for sex partners and they may need condom any time. In such a situation if they cannot find condom then his/her exposure to the risk of HIV/AIDS/STDs can be considered to be high. People normally do not keep condom in their pocket every time thinking that they may need it. The need for condom highly depends on the circumstances. For example, need of condom in such places, where sexual activities occur can be considered high. In such locations only advertisement of condom or knowledge of condom does not help. Rather, there should be some ways through which condoms are provided in a service friendly way to the needy people. This is why the road to business centers are considered to be important, and 17.9 per cent of the total outlets represent this area. In addition, although few, shops around hospital road area, airport road area, bus park crossing, roads around way to entertainment centers and tourist area are also considered.

In addition to the outlet background characteristics, the survey also collected information on age and education of the respondent shopkeepers. Most of the shopkeepers were between 20-29 age categories followed by 40-49, 15-19 and 50 plus age category. The percent of those aged below 15 and over 50 years of age were around 8 per cent (0.8 + 7.2). This pattern is quite consistent between the traditional and non-traditional shops except that there was no case in the age category under 15 years of age for traditional shops. This is perhaps the medical shops as compared to other are directly related to the health of the general customer where the exact product as demanded by the customer have to be given. For this reason person who is involved in selling medicines needs special training which the children under 15 are less likely to have undergone such training.

The educational data, however, does not perfectly fit in this argument because about 0.4 per cent of the shopkeepers in the traditional category have reported to have never been to school and another 0.4 per cent has only primary level schooling. Although these proportions are small, this clearly indicates some degree of negligence of the concerned authorities.

2.3 Ownership Status of the Outlets

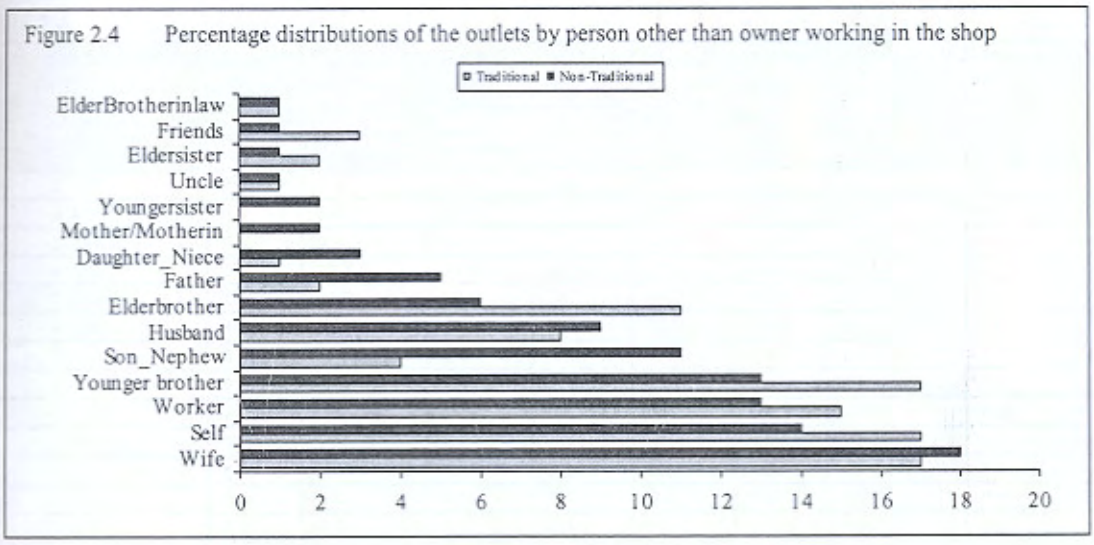
This section examines the type of outlets and information related to ownership of the outlets (Table 2.5). Of the total outlets covered in this study, 79.8 percent interviewees were owners and 20.2 percent were other than owners. This ratio is almost similar even when the types of outlets are controlled. Most of those who reported themselves as other than owner were relatives of the owner followed by workers, spouse and manager. The chances of spouse of the owner working in the outlet in the non-traditional shops than in the traditional types of shops are slightly higher. In contrast, the proportion of relative working in the non-traditional shops than in the traditional shops is slightly lower. The patterns of distribution between the traditional and non-traditional shops, however is consistent as in the case of the total distribution.

Table 2.5 **Ownership status of the outlets by types of outlets**

Owner of the outlet	Traditional N=241	Non traditional N=2139	Total =2380
Yes	79.3	79.9	79.8
No	20.7	20.1	20.2
Relation with Owner of interviewee			
Spouse	1.7	4.1	3.9
Relative	10.8	8.4	8.7
Manager	1.2	1.3	1.3
Worker	7.1	6.4	6.4
Owner him/herself	79.3	79.9	79.8
Sex of the person behind counter			
Male	77.6	70.0	70.8
Female	22.4	30.0	29.2
Sex of respondent (the one interviewed in the counter)			
Male	85.9	78.0	78.8
Female	14.1	22.0	21.2
Total	100.0	100.0	100.0

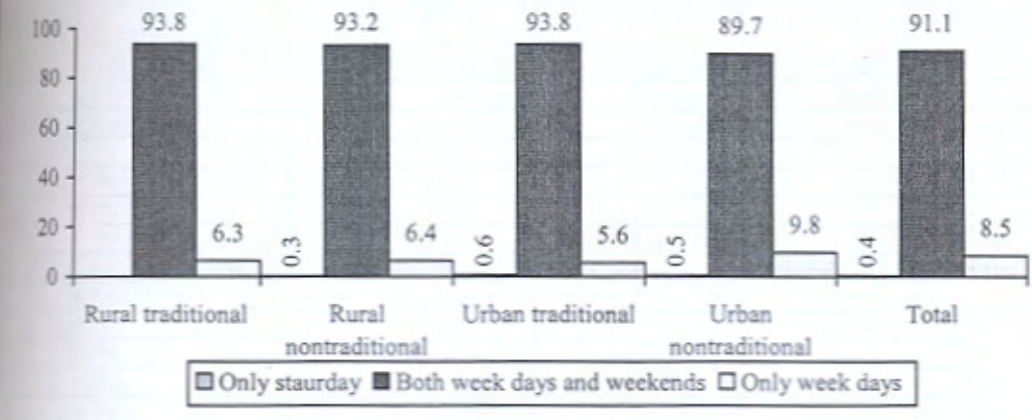
With respect to the person in the counter, the survey reveals that most of the time it is male who is working in the shop in both the traditional and non-traditional outlets. The engagement of the female in the shop whether it is in the counter or behind the counter is low. This ratio of female to male in the traditional as compared to the non-traditional types of shop is even lower suggesting lower involvement of the female in commercial outlets.

Figure 2.4 Percentage distributions of the outlets by person other than owner working in the shop



The percentage distribution of the person working behind counter by relationship with the owner is shown in figure 2.4. The survey reveals that most of the time it is either the owner himself/herself or the owner's spouse is the one who works behind the counter. This pattern is similar in both the traditional as well as non-traditional types of outlets. Other groups working behind the counter were "Workers" and "near and distant relatives".

Figure 2.5 Percentage distributions of the outlets by their opening days, types and locations



The interviewee of the outlets covered in this survey was asked whether they opened their shops only on weekdays, or both weekdays and weekends. In this respect only a few reported that they opened their shops only on weekends. Majority reported to open their outlets both weekdays and weekends (over 90 %) and this finding is valid for all types of outlets and their locations. There were only about 9 per cent of the total outlets covered in this study reporting that they opened their shops only during weekdays. This proportion reporting to open their shops only weekdays, however, varies between 6.3 % in the rural/traditional and to 9.8 % in urban/non-traditional types.

With respect to the shop opening and closing time, those who reported to open only on Saturdays (Weekend) were low (n=10) and therefore separate table for this category of the outlet is not shown here. However, shops in this category were found to be opening between 6-8 AM, and closing between 6-8 PM. This pattern was same for all shops (traditional, non-traditional, rural or urban locations) reporting to open only on Saturdays (Figure 2.5).

Table 2.6 Shop opening and closing time for those who open both week and weekends

Shop opening time week and weekends		Food shop	Beauty parlour & Cosmetic Shops	Betel leaf And tea stall	Night life Venues	Medical Shop	Mobile Shop	Wholesalers	Others	Total
Rural	2 AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1
	4 AM	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.7
	5 AM	5.8	0.0	0.0	12.3	0.0	3.5	0.0	6.0	5.4
	6 AM	43.1	29.3	28.6	33.5	29.3	45.6	33.3	32.8	35.1
	7 AM	46.0	46.7	60.0	34.2	46.7	38.6	66.7	41.4	42.8
	8 AM	4.4	16.3	8.6	9.7	20.0	10.5	0.0	15.5	11.6
	9 AM	0.0	1.1	0.0	2.6	4.0	1.8	0.0	1.7	1.6
	10 AM	0.7	6.5	2.9	1.9	0.0	0.0	0.0	1.7	1.9
	11 AM	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.1
	12 Noon	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.4
Mean		6.2	6.0	6.0	6.5	6.6	6.2	6.7	6.6	6.3
Urban	2 AM	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
	3 AM	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
	4 AM	0.8	0.4	0.0	1.3	1.3	0.8	0.0	0.6	0.8
	5 AM	8.6	0.4	1.1	15.3	0.7	9.8	18.2	5.1	6.8
	6 AM	42.8	28.7	27.2	30.3	17.1	38.2	18.2	29.0	30.8
	7 AM	40.7	37.6	37.0	30.3	55.9	40.7	36.4	37.9	38.7
	8 AM	5.8	16.9	21.7	13.7	23.0	7.3	18.2	19.1	15.1
	9 AM	0.8	6.3	8.7	3.5	2.0	1.6	9.1	6.3	4.2
	10 AM	0.0	7.2	3.3	1.6	0.0	1.6	0.0	0.9	2.0
	11 AM	0.0	2.5	0.0	1.3	0.0	0.0	0.0	0.3	0.7
	12 Noon	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.6	0.3
	14 PM	0.0	0.0	1.1	1.0	0.0	0.0	0.0	0.0	0.3
	15 PM	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.1
Mean		5.7	6.0	6.0	6.6	6.7	6.2	5.4	6.5	6.2

Table 2.6 contd....

Shop closing time week and weekends		Food shop	Beauty parlour & Cosmetic Shops	Betel leaf And tea stall	Night life Venues	Medical Shop	Mobile Shop	Wholesalers	Others	Total
Rural	11 AM	1.5	1.1	2.9	0.0	0.0	0.0	0.0	0.0	0.6
	12 Noon	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
	13 PM	0.7	0.0	0.0	1.9	2.7	1.8	0.0	0.9	1.2
	14 PM	0.0	0.0	2.9	1.3	0.0	0.0	0.0	3.4	1.0
	15 PM	0.7	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.3
	16 PM	0.0	2.2	0.0	0.6	0.0	1.8	0.0	0.0	0.6
	17 PM	2.9	13.0	11.4	3.2	5.3	10.5	0.0	0.9	5.4
	18 PM	7.3	12.0	2.9	11.0	10.7	17.5	0.0	12.1	10.6
	19 PM	39.4	39.1	45.7	29.7	29.3	52.6	0.0	33.6	36.3
	20 PM	32.1	26.1	28.6	34.2	37.3	12.3	100.0	37.9	31.8
	21 PM	11.7	3.3	0.0	11.0	9.3	3.5	0.0	8.6	8.2
	22 PM	1.5	1.1	2.9	3.2	4.0	0.0	0.0	1.7	2.1
	23 PM	0.0	0.0	2.9	1.9	1.3	0.0	0.0	0.9	0.9
	24 PM	2.2	1.1	0.0	1.3	0.0	0.0	0.0	0.0	0.9
Mean		18.3	15.9	16.5	18.9	18.2	17.4	20.0	18.8	18.0
Urban	11 AM	1.2	0.4	1.1	0.0	0.0	0.0	0.0	0.9	0.5
	12 Noon	2.5	2.5	4.3	0.0	2.0	0.8	0.0	1.8	1.7
	13 PM	1.2	2.1	1.1	1.0	0.7	2.4	0.0	1.2	1.3
	14 PM	1.6	0.4	3.3	1.0	2.6	2.4	0.0	1.8	1.6
	15 PM	0.8	0.0	0.0	0.3	0.0	0.8	0.0	0.0	0.3
	16 PM	0.0	0.4	0.0	0.0	0.0	0.8	0.0	0.3	0.2
	17 PM	0.8	3.0	1.1	0.3	2.0	0.8	0.0	3.3	1.7
	18 PM	6.2	14.8	15.2	2.9	3.9	14.6	18.2	11.3	9.1
	19 PM	36.6	50.2	45.7	23.9	33.6	49.6	18.2	29.9	35.8
	20 PM	39.9	23.6	25.0	47.1	34.9	23.6	54.5	40.0	36.2
	21 PM	6.6	1.3	1.1	16.6	12.5	0.8	0.0	7.2	7.7
	22 PM	1.2	0.8	0.0	5.7	5.9	0.0	9.1	1.8	2.6
	23 PM	0.0	0.0	1.1	1.3	1.3	0.0	0.0	0.3	0.5
	24 PM	1.2	0.4	1.1	0.0	0.7	3.3	0.0	0.3	0.7
Mean		17.0	15.4	15.4	19.3	18.4	17.9	15.4	17.7	17.4

The information regarding the shop opening time, closing time, the mean opening and closing time classified by the types of the shops and the rural-urban location of the shops are shown respectively in Tables 2.6 and 2.7 separately for those who opened only during week days and those who opened both the week and weekends. Shops located in both the urban and rural areas working both the weekdays and weekends reported to be opening from 2 AM in the morning till midnight. However, most of them reported to open at around 6-8 in the morning and close at sometime between 7-8 PM. This reporting pattern is quite consistent for the types of outlets and the rural-urban locations categories considered in this table. This indicates that shops in many parts of the country open for about 12-14 hours. Most of those who open as early as 2 AM are likely to be located near by bus stop area (Table 2.6).

Table 2.7 Shop opening-closing time for those who open only during weekdays

Shop opening time Week days	Food shop	Beauty parlour & Cosmetic Shops	Betel leaf and tea stall	Night life venues	Medical shop	Mobile shop	Wholesalers	Others	Total
Opening time Week days									
Rural	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1
4 AM	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.6
5 AM	5.5	0.0	0.0	12.8	0.0	1.6	0.0	7.6	5.3
6 AM	43.4	27.5	27.5	32.7	28.8	44.3	33.3	32.8	34.4
7 AM	46.2	46.8	55.0	35.3	45.0	42.6	66.7	40.3	43.1
8 AM	4.1	18.3	15.0	10.3	18.8	9.8	0.0	14.3	12.1
9 AM	0.0	0.9	0.0	2.6	5.0	1.6	0.0	1.7	1.7
10 AM	0.7	6.4	2.5	1.9	1.3	0.0	0.0	2.5	2.2
12 Noon	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.4
14 PM	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.1

Mean	6.5	7.1	7.0	6.5	7.1	6.7	6.7	6.7	6.8
Opening time Week days									
2 AM	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
3 AM	0.7	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.2
4 AM	1.1	0.3	0.0	1.2	1.3	1.5	0.0	0.6	0.8
5 AM	7.7	0.3	0.9	14.9	0.6	9.2	14.3	5.3	6.3
6 AM	41.3	25.0	20.7	31.1	16.3	37.7	21.4	27.9	29.3
7 AM	41.3	37.2	36.0	30.1	55.0	41.5	28.6	39.0	38.8
8 AM	7.0	19.1	22.5	13.7	23.1	8.5	21.4	20.6	16.2
9 AM	0.7	5.6	16.2	3.4	3.1	0.8	14.3	5.3	4.5
0 AM	0.0	11.1	3.6	1.6	0.6	0.8	0.0	0.8	2.8
1 AM	0.0	1.4	0.0	0.9	0.0	0.0	0.0	0.0	0.4
2 Noon	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.2
4 PM	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.3	0.2
5 PM	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1
6 PM	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.1
1 PM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1
Mean	6.4	7.4	7.4	6.7	7.1	6.5	7.0	6.9	6.9
Closing time week days									
Rural									
1 AM	0.7	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.4
2 AM	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.3
3 AM	0.7	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.3
9 AM	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.1
12 Noon	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.1
14 PM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.3
16 PM	0.0	1.8	0.0	0.6	3.8	1.6	0.0	0.0	1.0
17 PM	2.8	10.1	10.0	2.6	5.0	9.8	0.0	0.8	4.8
18 PM	6.9	15.6	5.0	9.6	6.3	18.0	0.0	12.6	10.5
19 PM	42.1	44.0	55.0	29.5	35.0	52.5	0.0	35.3	39.1
20 PM	31.7	23.9	27.5	35.9	36.3	13.1	100.0	39.5	31.7
21 PM	11.7	2.8	0.0	11.5	10.0	3.3	0.0	8.4	8.1
22 PM	2.1	0.9	2.5	3.2	2.5	0.0	0.0	1.7	2.0
23 PM	0.0	0.0	0.0	1.9	1.3	1.6	0.0	0.0	0.7
24 PM	1.4	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.6
Mean	19.3	18.8	19.1	18.7	19.4	18.8	20.0	19.4	19.1

Table 2.7 contd...

Closing time week days	Food shop	Beauty parlour & Cosmetic Shops	Betel leaf and tea stall	Night life venues	Medical shop	Mobile shop	Wholesalers	Others	Total
1 AM	0.0	0.0	0.0	0.3	0.0	0.8	0.0	0.3	0.2
2 AM	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.0	0.2
5 AM	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.1
11 AM	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1
12 Noon	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.1
13 PM	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.1
14 PM	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.1
15 PM	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
16 PM	0.0	0.7	0.0	0.3	0.6	0.0	0.0	0.6	0.4
17 PM	0.7	5.6	0.9	0.3	1.3	0.8	0.0	3.3	2.1
18 PM	5.9	17.7	14.4	3.4	5.6	14.6	14.3	10.6	9.8
19 PM	44.6	50.7	51.4	23.3	35.6	55.4	21.4	33.7	39.4
20 PM	41.0	23.3	30.6	49.1	36.3	23.8	50.0	42.3	37.3
21 PM	5.9	1.4	1.8	16.1	13.1	0.8	0.0	6.7	7.3
22 PM	1.1	0.7	0.0	5.3	5.0	0.0	14.3	1.7	2.3
23 PM	0.0	0.0	0.0	1.2	1.3	0.0	0.0	0.3	0.4
24 PM	0.4	0.0	0.0	0.0	0.0	2.3	0.0	0.3	0.3
Mean	19.3	18.9	19.1	19.7	19.5	18.9	19.8	19.2	19.3

The pattern in the case of those who opened week days are also quite similar, except that some of the shops in the case of those reporting to be working both week and weekends tend to open earlier and close earlier [See corresponding mean values, Table 2.6 and 2.7].

This chapter has examined the selected background characteristics with respect to the types of shops and the rural urban locations of the shops. The additional tables that have used the rural-urban classification are also prepared and are presented in annex 2. The only statistics of most of the rural-urban category analysis is presented in the Annexes in order to avoid duplication of the interpretations where similar findings are noted. However, one can notice in the analytical part of this chapter that in some cases the rural-urban category is also used along with the broad types of outlet category.

CHAPTER 3: KNOWLEDGE, SOURCES OF KNOWLEDGE AND AVAILABILITY

This chapter examines the level of knowledge of various condom brands, sources of knowledge and its accessibility classified by types of outlets and location of the outlets. In addition, outlets who are currently selling condoms, the level of condom stock and the perception of the shopkeepers with respect to the sufficiency of their stocks are also examined.

3.1 Knowledge

Table 3.1 presents distribution of outlets by knowledge of respondents and brand names. This study has found 29 different types of condom brands available in the market. Of the total 2380 outlets 96.5 % reported that they know Dhal brand condom followed Panther (80.4 %) and 41.5% Kamasutra. Awareness of other condom brands was noted to be as low as 9.8 % for Wild Cat, 9.3% for Durex and 2.8 % for Cobra. The proportion of outlets knowing other than these condom brands was less than 2.0 % (The regional differences are shown in annex).

Table 3.1 Percentage distribution of the outlets by the knowledge of the respondents and the brand names

(Multiple response)

Brand Name	Traditional N=241	Non-traditional N=2139	Total N=2380
Dhal	99.6	96.2	96.5
Panther	98.8	78.4	80.4
Kamasutra	77.6	37.4	41.5
Durex	25.7	7.5	9.3
Wild Cat	44.4	5.9	9.8
Just condom no brand	11.6	0.9	2.0
Skinless	0.8	0.1	.2
Fun time	0.8	0.1	.2
Pasupasti brand	7.5	0.6	1.3
Cobra	14.1	1.5	2.8
Sajan	1.2	0.3	.4
Bleach Bland	12.4	0.8	2.0
Romantic	7.5	0.8	1.5
Vagina	3.3	0.2	.5
Love me	1.2	0.1	.2
Love bird	0.8	0.2	.3
Honeymoon	1.2	0.2	.3
Enjoy		0.1	.1
Koohinur	0.4	0.3	.3
I love you	1.7	0.1	.3
First love	1.2		.1
Vision of love	1.7	0.1	.3
Sweet twenty	2.9		.3
Safari	0.4	0.0	0.0
Ultra	0	0.0	0.0
Sweet house	0.4	0	0.0
Chetak	0.4	0	0.0

Note: indicates less than 0.1 per cent.

Of the 29 brands of condoms named by the respondents in this study only 26 varieties are noted in this table because the interviewees did not mention of the source of their knowledge with respect to three of the brands they reported to know.

Table 3.2 shows the distribution of outlets by sources of knowledge by condom brands. The source of knowledge reported by the interviewee in this study is radio, TV, market displays, advertisements, friends, salesmen, customers and others. The other category includes hording board, banner, POP sign, wall paint, kiosk, neon sign, display board and bill board.

Table 3.2 Percentage distribution of outlets by source of knowledge reported by the interviewee by condom brands

	Radio			TV			Market display			ADVERTRISEMENT		
Brand Name												
Dhal	92.5	87.3	87.9	3.7	2.5	2.6	27.4	20.6	21.3	3.7	1.8	2.0
Panther	85.5	66.4	68.4	64.3	43.3	45.5	26.1	16.1	17.1	44.0	28.4	30.0
Kamsutra	28.2	12.4	14.0	39.0	15.5	17.9	12.9	7.4	8.0	33.6	16.3	18.1
Durex	10.0	2.4	3.2	4.1	2.1	2.3	2.9	1.0	1.2	4.1	1.8	2.0
Wild Cat	10.4	1.4	2.3	3.3	0.7	0.9	4.1	0.7	1.1	5.4	1.1	1.6
Brand not mentioned				0.4		0.0	0.0	0.1	0.1	0.0	0.0	0.0
Skinless												
Fun Time												
Pasupati Brand				1.2	0.0	0.1	1.2	0.0	0.2	0.0	0.1	0.1
Cobra	0.8	0.0	0.1	0.0	0.2	0.2	0.4	0.0	0.0	0.4	0.3	0.3
Sajan	0.0	0.1	0.1	0.4	0.0	0.0	0.0	0.0	0.0		0.0	0.0
Bleach Blonde	0.4	0.0	..0	0.4		0.0	0.4	0.1	0.1	0.8	0.1	0.2
Romantic	0.0	0.1	0.1				0.8	0.0	0.1		0.1	0.1
Vegina							0.4	0.0	0.0			
Love me	0.0	0.0	0.0									
Love Birds				0.4	0.0	0.0					0.1	0.1
Honeymoon	0.0	0.1	0.1				0.0	0.0	0.0		0.1	0.1
Enjoy										-		
Kohinoor				0.4	0.0	0.0						

Table continued

	Friends			Salesmen			Customer			Source DK			Other		
Dhal	19.1	23.4	23.0	13.3	3.4	4.4	15.8	2.4	3.8	1.7	0.2	0.3	39.8	34.7	35.2
Panther	18.3	19.7	19.5	14.5	2.9	4.0	16.2	1.9	3.3	1.7	0.3	0.5	31.5	23.4	24.2
Kamsutra	18.3	12.2	12.8	12.9	1.4	2.5	14.1	1.3	2.6	1.2	0.7	0.8	15.8	6.6	7.6
Durex	4.6	2.6	2.8	6.6	0.5	1.1	5.8	0.2	0.8	1.7	0.4	0.5	2.5	1.0	1.1
Wild Cat	10.4	3.0	3.7	16.6	0.5	2.1	11.2	0.3	1.4	0.8	0.4	0.4	4.1	0.7	1.1
Brand not mentioned	1.7	0.6	0.7	5.8	0.2	0.8	3.3	0.0	0.3		0.1	0.1	1.7	0.0	0.2
Skinless	0.4	0.1	0.2	0.0	0.1	0.1	0.8	0.0	0.1	0.4		0.0	0.4	0.0	0.0
Fun Time	0.0	0.0	0.0	0.4	0.0	0.1		0.0	0.0	0.0	0.0		0.4	0.0	0.0
Pasupati Brand	1.7	0.3	0.5	1.7	0.1	0.3	2.1	0.0	0.3	1.2		0.1	0.0	0.0	0.0
Cobra	5.0	0.9	1.3	5.0	0.1	0.6	2.9	0.2	0.5	1.2	0.0	0.2	0.8	0.0	0.1
Sajan	0.0	0.2	0.2	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bleach Blonde	3.3	0.2	0.5	5.8	0.3	0.9	0.8	0.0	0.1	1.2	0.0	0.1	1.7	0.1	0.3
Romantic	1.2	0.1	0.2	4.1	0.5	0.8	0.8	0.0	0.1		0.0		0.8	0.0	0.1
Vegina	0.0	0.1	0.1	1.2	0.0	0.1	0.8	0.0	0.1	0.4	0.0	0.0	0.4	0.0	0.0
Love me	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Love Birds	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Honeymoon	0.0	0.0	0.0	0.4	0.0	0.0	0.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Enjoy	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kohinoor	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1

For Dhal radio was the most popular source (87.9%) followed by other sources (35%), friends (23%) and market displays (21.3%). The situation is little different for Panther where the major source appears to be radio (68.4%) followed by TV (45.5%), other sources (35.2 %) and advertisement (30%). For Kamasutra, unlike Dhal and Panther, advertisement was the most popular sources of knowledge (18.1%), followed by TV (17.9%) and radio (14%). In case of three

brands Dhal, Panther and Kamasutra, radio and TV, advertisements and friends were the four main sources of knowledge of condoms. Although knowledge of as many as 19 condom brands was mentioned, the percentage distribution of outlets knowing other condom brands besides these brands was quite low irrespective of the source of knowledge.

Table 3.2 also shows the sources of knowledge of condom brands by controlling for the types of outlets. The traditional outlets had more exposures to various kinds of condoms in comparison with non-traditional outlets and such exposures were more to traditional outlets irrespective of condom brands and types of sources.

Tables 3.3 and 3.4.show the knowledge of condom brands for outlets located in rural and urban areas, respectively. In the case of rural areas 92.5% of the outlets reported to have known Dhal from radio followed by market display (27.8%), friends (25.3%) and TV (1.6%) while in urban areas 90.4% reported radio followed by friends (23.2%), market display (19.7%) and TV (3.2%) for respective brands.

Radio stood at the most popular source of knowledge for Dhal. In both rural and urban areas. In rural areas market display was the second most popular source while in urban areas friends appeared to be the second prominent source of knowledge. However, for Dhal, TV was not the prominent source in urban areas (3.2%) and it was not much higher as compared to the rural areas (1.6%). The situation is different for other brand of condoms. For Panther and Durex TV was the second most prominent source of knowledge in both the rural and urban areas, while for Kamasutra it was most popular source in urban areas only. The newspaper appears to be the most popular source of information for Kamasutra in rural area (49.4%). For all the outlets who mentioned sources, friends and salesmen were important sources of information.

Table 3.3 Source of knowledge of condom among rural outlets by brand

Brand name	Radio	TV	Market display	News paper	FRIEND	Sales men	Customer	Source not mentioned	Others	Number
Dhal	92.5	1.6	27.8	1.8	25.3	5.6	5.0	0.7	40.2	684
Panther	88.2	61.1	27.1	39.7	26.4	6.6	5.5	1.1	33.2	542
Kamsutra	35.9	47.3	27.0	49.4	27.8	6.3	7.2	2.1	23.2	237
Durex	42.9	30.6	16.3	30.6	28.6	8.2	10.2	2.0	14.3	49
Wild Cat	23.5	13.7	11.8	23.5	29.4	31.4	21.6	0.0	11.8	51
Brand not mentioned	0.0	0.0	0.0	0.0	30.0	60.0	10.0	0.0	0.0	10
Skinless	0.0	0.0	0.0	0.0	66.7	33.3	33.3	33.3	0.0	3
Fun Time	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	1
Pasupati Brand	0.0	0.0	0.0	0.0	50.0	0.0	66.7	16.7	0.0	6
Cobra	8.3	0.0	0.0	0.0	41.7	33.3	16.7	0.0	0.0	12
Bleach Blonde -lNjh_	0.0	0.0	15.4	0.0	23.1	53.8	92.3	7.7	7.7	13
Romantic	10.0	0.0	10.0	10.0	20.0	40.0	0.0	0.0	20.0	10
Vegina	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	1
Love me	0.0	0.0	0.0	0.0	0.0	50.0	0.0	0.0	50.0	2
Love Birds	0.0	100.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1
I Love you	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
First Love	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
Sweet Twenty	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
Safari	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
Sweet House	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1

Table 3.4 **Source of knowledge of condom among urban outlets by brand**

Condom brand	Radio	TV	Market display	Newspaper	FRIEND	Sales men	Customer	Source not mentioned	Others	Number
Dhal	90.4	3.2	19.7	2.2	23.2	4.2	3.5	0.2	34.9	1613
Panther	83.7	54.7	19.0	36.4	23.5	4.4	3.6	0.4	28.9	1372
Kamasutra	33.2	41.8	16.8	41.7	31.7	6.0	5.9	1.7	16.6	751
Durex	31.8	23.1	11.6	19.1	30.1	13.3	7.5	6.9	11.6	173
Wild Cat	23.1	8.2	10.4	13.7	40.7	18.7	12.6	4.9	11.0	182
Brand not mentioned	0.0	2.6	7.9	2.6	34.2	34.2	18.4	5.3	10.5	38
Skinless	0.0	0.0	0.0	0.0	100.0	50.0	50.0	0.0	50.0	2
Fun Time	0.0	0.0	0.0	0.0	33.3	66.7	0.0	0.0	0.0	3
Pasupati Brand	0.0	12.0	16.0	8.0	32.0	24.0	8.0	8.0	4.0	25
Cobra	1.8	9.1	1.8	12.7	49.1	18.2	16.4	7.3	5.5	55
Sajan	22.2	11.1	11.1	11.1	44.4	22.2	0.0	0.0	0.0	9
Bleach Blonde -lNjh_	2.9	2.9	2.9	11.4	25.7	40.0	5.7	5.7	14.3	35
Romantic	7.7	0.0	7.7	7.7	11.5	61.5	11.5	0.0	0.0	26
Vegina	0.0	0.0	9.1	0.0	27.3	27.3	27.3	9.1	0.0	11
Love me	33.3	0.0	0.0	0.0	33.3	0.0	33.3	0.0	0.0	3
Love Birds	0.0	0.0	0.0	40.0	0.0	20.0	20.0	0.0	20.0	5
Honeymoon	42.9	0.0	14.3	28.6	0.0	14.3	28.6	0.0	0.0	7
Enjoy	0.0	0.0	0.0	0.0	0.0	0.0	50.0	50.0	0.0	2
Kohinoor	0.0	14.3	0.0	0.0	14.3	0.0	14.3	0.0	28.6	7
I Love you	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	5
First Love	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	2
Vision of Love	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	6
Sweet Twenty	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	6
Ultra	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1
Chetak	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.0	0.0	1

Table 3.5 shows information on the distribution of outlet types and rural-urban dichotomy by their current condom selling status. Of the total 2380 sampled outlets in this study, only 18.2 per cent reported to be currently selling condom as against the large proportions (76.6 %) who reported to have never sold condom.

Table 3.5 Traditional versus non traditional by Ever sold any brand

Types of shops	Ever sold any brand			Total	Total N
	Now selling	Sold before But not now a days	Never sold Condom		
Food shop	16.5	11.2	72.2	100	418
Beauty parlour & cosmetic shops	2.0	2.8	95.2	100	398
Betel leaf and tea stall	4.0	96.0	100	151	
Night life venues	1.4	1.4	97.1	100	483
Medical shop	95.4	2.1	2.5	100	241
Mobile shop	12.6	4.2	83.2	100	191
Wholesalers	11.8		88.2	100	17
Others	19.3	8.3	72.3	100	481
Rural versus urban					
Rural	17.3	6.1	76.5	100	716
Urban	18.6	4.8	76.6	100	1664
Total	18.2	5.2	76.6	100	2380

This analysis after controlling for rural urban locations of the shops shows only smaller differences among the outlets reporting to be selling condom in the rural (17.3 %) and urban (18.6 %) areas. In contrast, among medical shops, 95.4 % were found to be involved in selling condom. Another dimension of the table shows that that most of the non-traditional shops are not selling condom. For example, among the non-traditional types, the proportions involved in selling condom are highest for food-shops (16.5 %) followed by mobile shops (12.6 %) and wholesalers (11.8 %). The lowest involvement in the sale of condom was found in Nightlife venue (Tables showing

classification by rural-traditional. Urban traditional, urban non-traditional and rural non-traditional are given in annex).

Although there is no precise number or estimates of the traditional and non-traditional shops across the country, it is well known that traditional shops, which in this case are the medical stores, are generally located either in the market centers or in clustered area. In contrast, the non-traditional types of outlets, which include wide varieties of retailers and service provider, are wide spread and also serving scattered areas. As most of the non-traditional shops are not selling condom a large proportion of the population in the country have no or limited access to condom. This situation might be more serious in the rural areas.

The analysis in the preceding table only gives information on the overall accessibility irrespective of brand choices. Table 3.6 examines the overall accessibility of condom considering choice opportunity without controlling for the outlets that are involved in selling condom. The analysis shows that of the total (2380) outlets Dhal was available in only 16% outlets followed by Panther (13.2%), Kamasutra (6.3%), Wild Cat (2.1%) and Skinless (1.2%). Only few outlets were selling 17 other different types of condom brands. The analysis after controlling the types of outlets shows a very low accessibility and choices to those who have only access to non-medical outlets than those who have access to medical outlets.

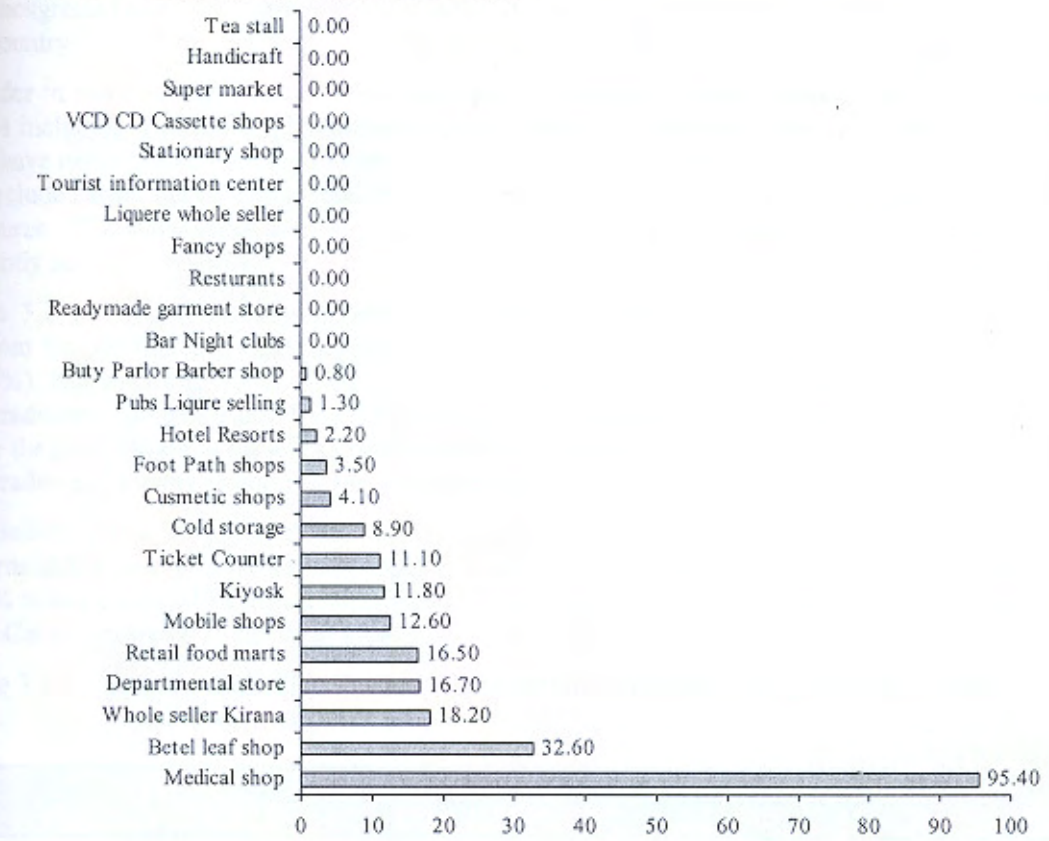
Table 3.6 Distribution of sampled outlets by type of currently selling condom brands

Multiple response (Total n=2380)

Condom brand	Food shop	Beauty parlour & cosmetic shops	Betel leaf and tea stall	Night life venues	Medical shop	Mobile shop	Wholesalers	Others	Total
Dhal	13.6	1.8	0	1.0	91.3	11.5	11.8	15.8	16.3
Panther	6.0	1.5	0	.8	92.9	6.8	11.8	8.5	13.2
Kamsutra	3.8	.8	0	.8	42.7	1.6	0	4.6	6.3
Durex	0	0	0		3.7	0	0	.2	.4
Wild Cat	0	.3	0	.2	19.1	0	0	.6	2.1
Skinless	0	.5	0	0	10.0	0	0	.4	1.2
Fun Time	0	0	0	0	.8	0	0	0	.1
Pasupati	.2	0	0	0	0	0	0	0	.0
Cobra	0	0	0	.4	4.6	0	0	.6	.7
Sajan	0	0	0	.2	3.3	.5	0	1.7	.8
Bleach Blonde	.5	0	0	0	2.9	0	0	2.3	.8
Romantic	0	.3	0	.2	7.5	0	0	.2	.9
Love me	0	0	0	0	2.9	0	0		.3
Love Birds	0	0	0	0	0	0	0	.2	.0
Honeymoon	0	0	0	0	0	0	0	.6	.1
Enjoy	0	0	0	0	0	0	0	.2	.0
First Love	0	0	0	0	.8	0	0	0	.1
Vision of Love	0	0	0	0	1.2	0	0	0	.1
Sweet Twenty	0	0	0	0	2.5	0	0	0	.3
Safari	0	0	0	0	.4	0	0	0	.0
Ultra	0	0	0	0	0	0	0	.2	.0
Sweet House	0	0	0	0	.4	0	0	0	0

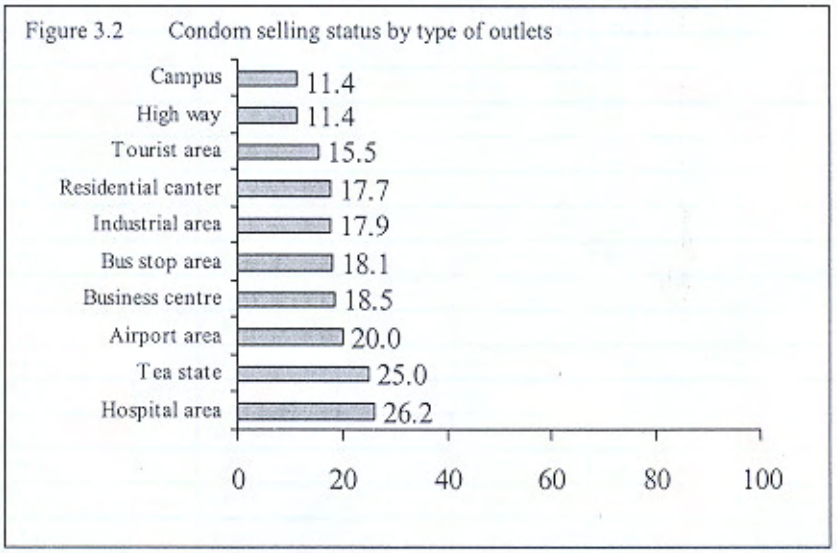
Figure 3.1 shows the distribution of the types of outlets in detail by their condom selling status. The data reveals betel leaf shops, wholesale kirana (Grocery), department store and food mart were the major outlets that are selling condom besides medicine shops (traditional outlets).The proportion of traditional outlets (other than those mentioned above) selling condoms constituted only less than 13 percent. This means there are considerable rooms for the expansion of condom sale through these outlets.

Figure 3.1 Condom selling status by type of outlets



Similar analysis carried out by location of the shops (Figure 3.2) shows that the number of outlets located around hospital, tea estate and airport areas were relatively more in selling condoms as compared to the outlets located in other areas. Although the proportion of shops around hospital area appears to be relatively more in terms of selling condom, it is only 26 per cents of the shops that are involved in this business. A large proportion of such shops are still not selling condom. Further to this, there are other areas such as highway, industrial area, tourist area, campus area and bus stops area where only less than 20 per cent of the shops reported to be selling condom. The overall results shows that condom accessibility in these areas are yet far from satisfactory level needing further focus in expanding the promotion and accessibility of condom.

Figure 3.2 Condom selling status by type of outlets



3.2 Sales status

The analysis in the preceding section of this chapter is based on total sampled outlets and describes the background context in terms of knowledge, its sources and level of accessibility of condom in the country.

In order to examine the types of brand an outlet is selling, its stock situation, and pricing related issues including such other phenomena are the types of question that are not applicable to those who have never sold a condom or are not selling condom at present. Such cases therefore need to be excluded from the analysis in order to use appropriate denominator while generating summary measures. The subsequent sections, except where mentioned, consider only those outlets that are currently selling condom.

Table 3.7 gives the information of outlets currently selling various condom brands. Among condom brands that are currently sold, Dhal was sold by 89.8% outlets, followed by Panther (72.7%), Kamasutra (34.9%), Wild Cat (11.8%) and Skinless (6.5%). Both traditional as well as non-traditional outlets are selling Dhal in highest proportion (95.7% and 83.3% respectively), while the proportions of outlets selling Panther and Kamasutra brand are less by almost half of the non-traditional outlets in comparison with traditional ones.

The selling status of condom brands by rural-urban category of outlets shows almost similar patterns in the case of Dhal (90.3% in rural and 89.6% in urban) and Panther (73.4% in rural and 72.5% urban areas). But higher proportions of outlets in urban areas were selling Kamasutra and Wild Cat as compared to the rural areas.

Table 3.7 Percentage distribution of the outlets currently selling condom by brand and type of outlets

Multi response

Condom brand	Types of outlets		Location of outlet		Total
	Traditional	Non traditional	Rural	Urban	
Dhal	95.7	83.3	90.3	89.6	89.8
Panther	97.4	44.8	73.4	72.5	72.7
Kamsutra	44.8	23.6	24.2	39.2	34.9
Durex	3.9	0.5	1.6	2.6	2.3
Wild Cat	20.0	2.5	10.5	12.3	11.8
Brand not mentioned	0.5	0.2	.8	0	.2
Skinless	10.4	2.0	4.8	7.1	6.5
Fun Time	0.9	0.0	.8	.3	.5
Pasupati Brand	0.0	0.5	.8	0	.2
Cobra	4.8	2.5	2.4	4.2	3.7
Sajan	3.5	4.9	3.2	4.5	4.2
Bleach Blonde	3.0	6.4	1.6	5.8	4.6
Romantic	7.8	1.5	4.0	5.2	4.8
Love me	3.0	0.0	1.6	1.6	1.6
Love Birds	0.0	0.5	0	.3	.2
Honeymoon	0.0	1.5	0	1.0	.7
Enjoy	0.0	0.5	0	.3	.2
First Love	0.9	0.0	0	.6	.5
Vision of Love	1.3	0.0	0	1.0	.7
Sweet Twenty	2.6	0.0	.8	1.6	1.4
Safari	0.4	0.0	.8	0	.2
Ultra	0.0	0.5	0	.3	.2
Sweet House	0.4	0.0	.8		.2

Table 3.8 provides information on the outlets reporting about the stock of condoms. The table shows that large proportions of outlets had stocks for most of the condom brands. Almost ninety-one to 100 percent of the outlets said that they had stocks for most of the condom brands, except

Durex, (50%), Wild Cat (76.5%), and Love Me (71.4%). Similarly, mostly non-traditional outlets had stocks of other condom brands besides Dhal, Panther, Kamasutra, Wild Cat while most of the traditional outlets did not stock other brand of condoms.

Table 3.8 Percentage of outlets reporting to have stock of brand they are selling.

Multi response

Brand name	Traditional	Non traditional	Rural	Urban	Total
Dhal	96.4	83.4	96.4	88.4	90.7
Panther	93.8	87.9	93.4	91.5	92.1
Kamsutra	89.3	100.0	86.7	96.7	92.9
Durex	44.4	100.0	100.0	37.5	50.0
Wild Cat	73.9	100.0	76.9	76.3	76.5
Brand not mentioned	0	100.0	100.0	0	100.0
Skinless	79.2	75.0	83.3	77.3	78.6
Fun Time	100.0	0	100.0	100.0	100.0
Pasupati Brand	0	100.0	100.0	0	100.0
Cobra	100.0	100.0	100.0	100.0	100.0
Sajan	87.5	100.0	75.0	100.0	95.0
Bleach Blonde -INjh	57.1	92.3	100.0	72.2	80.0
Romantic	100.0	100.0	80.0	100.0	100.0
Love me	71.4	0	100.0	60.0	71.4
Love Birds	0	100.0	0	100.0	100.0
Honeymoon	0	100.0	0	100.0	100.0
Enjoy	0	100.0	100.0	100.0	100.0
I Love you	100.0	100.0	0	100.0	100.0
Relax	100.0	0	100.0	100.0	100.0
First Love	100.0	100.0	0	100.0	100.0
Vision of Love	66.7	0	0	80.0	66.7
Sweet Twenty		100.0	0	100.0	100.0
Ultra	100.0	0	100.0	0	100.0
Sweet House					

Table 3.9 shows the distribution of outlets by their sufficiency status of condom stocks with them. One-thirds of the outlets said that they were fine with their stocks. About 10% of the outlets said that they had more than sufficient stock of condoms. The traditional and non-traditional and rural and urban categories did not reveal any significant distinction except that 12.2% of traditional outlets as compared to 17.7% of non-traditional outlets said stocks were not sufficient, a higher proportion of non-traditional outlets noting insufficiency of stocks.

Table 3.9 Table distribution of outlets by their reported sufficiency status of the condom stock

Reported Sufficiency status	Traditional N=230	Non traditional N=203	Rural N=124	Urban N=309	Total N=433
Not sufficient	12.2	17.7	12.9	15.5	14.8
All Right	75.2	76.4	74.2	76.4	75.8
More than sufficient	12.6	5.9	12.9	8.1	9.5
Total	100	100	100	100	100

3.3 Price of condoms

Table 3.10 shows the average price of various condom brands (in rupees) that were being sold by outlets. Among various brands, the per unit price of Ultra was the highest (Rs. 15.0), followed by Love Bird (Rs. 8.7), Romantic (Rs. 7.9), Honeymoon (Rs. 7.8), Kamasutra (Rs. 7.5) and so on. Dhal was available in the lowest price (86 paisa) and its price was quite close to Pasupati brand, which was sold at Re. 1 per unit. The prices of same brand of condom were found to have ranged quite a lot. For instance, the price ranges were highest for Kamasutra (Rs. 30.0) and that was in the non-traditional outlets in comparison with Romantic (Rs. 15) in traditional outlets.

The condom brand such as Dhal and Panther are sold in low subsidized price under social marketing scheme while other brands are sold in full market price. For the latter, there is huge price discrimination resulting in big price ranges.

Table 3.10 **Average price of condoms by types and locations of outlets**

Per unit price in Rs

Brand name	Traditional		Non Traditional		Rural		Urban		Total	
	Mean	Range	Mean	Range	Mean	Range	Mean	Range	Mean	Range
Dhal	0.85	0.67	0.87	0.83	0.85	0.83	0.88	0.83	0.86	0.83
Panther	2.03	2.00	2.05	3.60	2.01	2.40	2.12	3.20	2.04	3.60
Kamasutra	7.00	11.33	7.57	30.00	7.51	30.00	7.36	6.67	7.46	30.00
Durex	5.00	0.00	8.05	9.67	7.67	9.67	0.00	0.00	7.67	9.67
Wildcat	7.50	5.00	7.30	5.33	7.11	5.33	8.46	4.00	7.34	5.33
Skinless	5.00	0.00	5.00	0.00	5.00	0.00	5.00	0.00	5.00	0.00
Funtime	8.00	0.00	3.33	0.00	5.67	4.67	0.00	0.00	5.67	4.67
Pasupati	1.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	1.00	0.00
Cobra	7.13	4.33	7.44	5.00	7.23	5.00	7.67	5.00	7.35	5.00
Sajan	5.00	6.67	5.82	9.00	7.04	8.33	4.64	7.33	5.67	9.00
Bleach Blonde	6.67	2.00	6.16	3.00	6.21	1.67	6.31	4.00	6.27	4.00
Romantic	8.87	15.00	7.65	5.00	8.07	15.00	7.11	4.67	7.94	15.00
Love me	5.83	1.67	6.10	9.00	6.04	9.00	0.00	0.00	6.04	9.00
Love Birds	0.00	0.00	8.67	0.00	0.00	0.00	8.67	0.00	8.67	0.00
Honeymoon	0.00	0.00	7.78	2.67	0.00	0.00	7.78	2.67	7.78	2.67
Enjoy	0.00	0.00	6.00	0.00	0.00	0.00	6.00	0.00	6.00	0.00
I Love You	0.00	0.00	7.33	0.00	7.33	0.00	0.00	0.00	7.33	0.00
First Love	0.00	0.00	3.33	2.00	3.33	2.00	0.00	0.00	3.33	2.00
Vision of Love	0.00	0.00	7.28	4.00	7.83	4.00	6.17	0.33	7.28	4.00
Sweet twenty	6.67	0.00	6.00	1.67	6.10	1.67	0.00	0.00	6.10	1.67
Safari	3.33	0.00	0.00	0.00	3.33	0.00	0.00	0.00	3.33	0.00
Ultra	0.00	0.00	15.00	0.00	0.00	0.00	15.00	0.00	15.00	0.00
Sweet house	3.33	0.00	0.00	0.00	3.33	0.00	0.00	0.00	3.33	0.00

There were variations in prices of condom among traditional and non-traditional outlets. Generally, the non-traditional outlets were selling most of the condom brands in higher prices. But there were also condom brands, which were sold in higher prices in traditional outlets. For instance, Dhal, Panther and Kamasutra were sold in higher prices in non-traditional as compared to traditional outlets, while Wild Cat, Fun-Time, and Romantic brands were sold in higher prices in traditional outlets. Many brands were not sold by traditional but were sold by non-traditional outlet.

The average price of condom for outlets located in rural and urban areas, for the similar brands of condom were different depending upon the location of outlets, for example, outlets located in the urban or rural areas. For Dhal, Panther, Wild Cat, Cobra and Bleach Blonder the average prices were higher in urban outlets, while Kamasutra, Sajan, Romantic and Vision of love the average prices were higher in rural outlets. The average price was marginally different in case of Dhal, while highest difference was visualized in case of Sajan (Rs. 2.40).

CHAPTER 4: STOCKING

This chapter examines the variables related to inventory situation of the outlets. It broadly focuses on the visits of sales representative, restocking mechanisms, quantity purchased, and timing of procurement and source of supply.

4.1 Sales agents' visit

Table 4.1 shows the status of outlets where sales agents had ever visited. Of the total, 77 % responded that sales agents visited their outlets. Medical (traditional) outlets mentioning sales agents had ever visited were 79.6%. Among non-traditional shops, all sampled wholesalers reported that sales agent has visited them followed by mobile shops (79.2 %), Beauty parlour & cosmetic shops (75 %) and Nightlife venues (71.4 %). The visit of sales agent was lowest in food shops. The proportion of urban outlets saying that sales agents ever visited their outlets (77.7%) was higher as compared to the outlets located in rural areas (75%).

Table 4.1 Sales agents' Visit to Outlets (Ever visited)

Types of shops	Sales agent visit		Total	Total N
	Yes	No		
Food shop	66.7	33.3	100	69
Beauty parlour & cosmetic shops	75.0	25.0	100	8
Night life venues	71.4	28.6	100	7
Medical shop	79.6	20.4	100	230
Mobile shop	79.2	20.8	100	24
Wholesalers	100.0		100	2
Others	77.4	22.6	100	93
Location of shops				
Rural	75.0	25.0	100	124
Urban	77.7	22.3	100	309
Total	76.9	23.1	100	433

Table 4.2 shows the proportion of outlets that had purchased condoms from the sales agents visiting their outlets. Of the total 333 outlets saying that sales agents had ever visited to their outlets, 75.7% purchased condoms from them. The proportion of non-traditional outlets such as food shops and mobile shops making purchases from sales agents was higher in comparison with the medical shop (traditional outlets, 68.3%). For other types of non-traditional shops buying condom from sales agents was found to be fairly lower than that of medical shops. However, such distinction was not visualized between outlets located in the rural and urban areas.

Table 4.2 Proportion of Outlets who had Purchased Condoms from the Sales Agents Visiting them

Types of shops	Purchased from sales agent		Total %	Total N
	Yes	No		
Food shop	84.8	15.2	100	46
Beauty parlour & cosmetic shops	66.7	33.3	100	6
Night life venues	40.0	60.0	100	5
Medical shop	68.3	31.7	100	183
Mobile shop	84.2	15.8	100	19
Wholesalers	50.0	50.0	100	2
Others	90.3	9.7	100	72
Location of shops				
Rural	75.3	24.7	100	93
Urban	75.8	24.2	100	240
Total	**75.7**	**24.3**	**100**	**333**

4.2 Reason for not buying condoms from sales agents

Table 4.3 provides the reasons of outlets for not buying condoms from the sales agents who visited their outlets. The primary reason they gave for not buying with sales agents was due to "enough stock" of condoms with them, followed by "medical shop nearby" (12.3%) and "expensive to buy with agents" (8.6%).

The non-traditional outlets mostly said "enough stock of condoms" (78.3%) in comparison with traditional outlets (72.4%), signifying that higher proportions of non-traditional outlets used to keep stocks, while higher proportions of traditional outlets (13.8%) said medical shops nearby in comparison with non-traditional outlets (8.7%), justifying that the later had easy access to restocking.

Both the rural and urban outlets said that sales agents were more expensive (about 8.6%). However, outlets located in the urban areas had alternative source of purchase, viz., 1.7% had purchased from wholesalers. The urban buyers were medical shops (traditional outlets).

Table 4.3 Proportions of outlets providing reasons for not buying condoms from the sales agents

Reasons	Traditional =58	Non traditional N=23	Total N=81
Enough stock	72.4%	78.3%	74.1%
Medical shop near by	13.8%	8.7%	12.3%
Usually buying from wholesaler	1.7%		1.2%
They only come for publicity	3.4%	4.3%	3.7%
Expensive to buy with agents	8.6%	8.7%	8.6%
Reasons	Rural N=23	Urban N=58	Total N=81
Enough stock	73.9%	74.1%	74.1%
Medical shop near by	8.7%	13.8%	12.3%
Usually buying from wholesaler		1.7%	1.2%
They only come for publicity	8.7%	1.7%	3.7%
Expensive to buy with agents	8.7%	8.6%	8.6%
Total	100.0%	100.0%	100.0%

4.3 Status of condom stock

Table 4.4 provides information on the status of stock of condom brands. There are five ranges given in the table, 1-100. 100-500, 501-1000, 1001-1500 and 1500 and plus. Overall situation of stocking of condom shows that outlet mostly kept stocks either of up to 100 or 100 to 500 pieces of condom. For instance, about 44.5% kept 1-100 pieces of Dhal and about 41% kept 100-500 pieces as stock. These proportions were 47.6% and 34.6% in the case of Panther. In case of Kamasutra, almost 59.6% kept stocks of 1-100 pieces, while only 27% kept stocks of 100-500 pieces. The non-traditional outlets had tendency to keep higher amount of stocks in comparison with traditional outlets mostly for all types of condom brands.

Table 4.4 Distribution of outlets by reported Current Stock of condom brand

Dhal stock	Rural traditional	Rural Non-Traditional	Urban Traditional	Urban non-traditional	Total
1 to 100	34.3	66.7	27.3	63.0	44.5
100 to 500	51.4	23.8	48.7	30.7	40.6
501 thru 1000	5.7	4.8	6.0	.8	4.1
1001 thru 1500	1.4	2.4	3.3	1.6	2.3
1500 & plus	4.3	2.4	8.0	2.4	4.9
Not stated	2.9		6.7	1.6	3.6
Panther stock					
1 to 100	52.2	72.7	38.1	56.5	47.6
100 to 500	37.7	9.1	40.0	27.5	34.6
501 thru 1000	2.9	4.5	7.1		4.4
1001 thru 1500	1.4		1.3	1.4	1.3
1500 & plus	1.4		5.8		3.2

Not stated	4.3	13.6	7.7	14.5	8.9
Kamasutra stock					
1 to 100	58.3	100.0	46.8	78.6	59.6
100 to 500	20.8		36.7	16.7	27.2
501 thru 1000			3.8		2.0
Not stated	20.8		12.7	4.8	11.3
Durex in stock					
1 to 100	100.0	100.0	12.5		30.0
100 to 500			25.0		20.0
Not stated			62.5		50.0
Wildcat in stock					
1 to 100	41.7	100.0	44.1	75.0	47.1
100 to 500	33.3		11.8	25.0	17.6
501 thru 1000			2.9		2.0
Not stated	25.0		41.2		33.3
Skinless condom in stock					
1 to 100	100.0		66.7	75.0	75.0
Not stated			33.3	25.0	25.0
Fun Time condom in stock					
1 to 100			100.0		50.0
100 to 500	100.0				50.0
Pasupati brand in stock					
100 to 500		100.0			100.0
Cobra brand in stock					
1 to 100	100.0		25.0	60.0	50.0
100 to 500				20.0	6.3
501 thru 1000			12.5		6.3
Not stated			62.5	20.0	37.5
Sajan condom in stock					
1 to 100	66.7	100.0	20.0	88.9	66.7
100 to 500			40.0	11.1	16.7
Not stated	33.3		40.0		16.7
Bleach Bland condom in stock					
1 to 100	100.0		20.0	84.6	70.0
Not stated			80.0	15.4	30.0
Romantic condom in stock					
1 to 100	100.0		61.5	66.7	71.4
100 to 500			23.1	33.3	19.0
Not stated			15.4		9.5
Love me condom in stock					
1 to 100	100.0		40.0		57.1
100 to 500			20.0		14.3
Not stated			40.0		28.6
Love Birds brand condom in stock					
1 to 100				100.0	100.0
Honeymoon condom in stock					
1 to 100				66.7	33.3
Not stated				33.3	66.7
First love condom brand in stock					
1 to 100			50.0		50.0
100 to 500			50.0		50.0
Vision of love condom brand in stock					
1 to 100			66.7		66.7
Not stated			33.3		33.3
Sweet twenty condom in stock					
1 to 100	100.0		40.0		50.0
100 to 500			40.0		33.3
Not stated			20.0		16.7
Safari brand condom in stock					
1 to 100	100.0				100.0
Ultra brand condom in stock					
100 to 500				100.0	100.0
Sweet house condom in stock					
100 to 500	100.0				100.0

4.4 Stocking interval

Table 4.5 provides information on outlets purchasing the quantity of condoms at a time. There are different proportions for different categories of stocks given in the table. The highest proportion viz., about 50% of the outlets purchased 100-500 pieces of various condom brands at a time, followed by almost 22% buying 1-100 pieces. The tendency of non-traditional outlets' purchase was slightly different from traditional outlets. Higher proportions of the former (37.4%) purchased 1-100 pieces of condoms as compared to 8.3% of traditional outlets in the same category. Twenty per cent of the traditional outlets purchased 501-1000 pieces of condom in comparison with only 4.4% of non-traditional outlets in this category, and 13.9% of traditional outlets purchased 1500 plus pieces of condoms against 4.9% of non-traditional outlets in the same category, depicting that traditional outlets purchased higher quantity of condoms than the non-traditional outlets. The rural-urban category of outlets showed that urban outlets had tendency of purchasing higher quantities of condoms (1000 pieces plus), 19.1% of the urban outlets in comparison with 6.4% rural outlets.

Table 4.5 Distribution of outlets by quantity of condoms bought at a time

Quantity	Traditional N=230	Non traditional N=203	Total N=433
1 to 100	8.3%	37.4%	21.9%
100 to 500	49.1%	50.7%	49.9%
501 thru 1000	20.0%	4.4%	12.7%
1001 thru 1500	8.7%	2.5%	5.8%
1500 & plus	13.9%	4.9%	9.7%
Description	Rural N=124	Urban N=309	Total N=433
1 to 100	22.6%	21.7%	21.9%
100 to 500	56.5%	47.2%	49.9%
501 thru 1000	14.5%	12.0%	12.7%
1001 thru 1500	1.6%	7.4%	5.8%
1500 & plus	4.8%	11.7%	9.7%
Total	100	100	100

Table 4.6 shows the restocking of outlets. Most of the outlets restock condoms every month. About one-third of outlets restock every month. One-third of traditional outlets restocked every month in comparison with only 25% of non-traditional outlets. Since traditional outlets tend to purchase larger quantities of condoms at a time (Table 5.5), they are found to have restocked after longer time lapse against the non-traditional outlets. There was no significant difference between rural and urban outlets.

Table 4.6 Restocking timing of condoms by outlets

Timing of restocking	Traditional N=230	Non traditional N=203	Total N=433
Not stated	1.7%	2.0%	1.8%
Each week	19.6%	16.7%	18.2%
Fortnightly	16.1%	19.7%	17.8%
Each three week	9.1%	11.8%	10.4%
Each months	33.5%	24.6%	29.3%
Each two months	13.9%	16.3%	15.0%
In more than 2 month interval	6.1%	8.9%	7.4%
	Rural N=124	Urban N=309	Total N=433
Not stated	3.2%	1.3%	1.8%
Each week	11.3%	21.0%	18.2%
Fortnightly	21.0%	16.5%	17.8%
Each three week	7.3%	11.7%	10.4%
Each months	29.0%	29.4%	29.3%
Each two months	18.5%	13.6%	15.0%
In more than 2 month interval	9.7%	6.5%	7.4%
Total	100	100	100

Table 4.7 shows the source of most recent purchase of condoms. The overall picture shows that little less than two-thirds retailers purchased condoms from wholesalers, followed by sales agents (26.1%). Majority of the non-traditional outlets purchased from sales agents (43.8%), followed by wholesalers (39.9%), while in case of traditional outlets, 84.3% purchased from wholesalers and only 10.4% purchased from sales agents. This result is basically because the supply companies such as CRS, has changed their strategy to distribute condoms to traditional outlets by wholesalers, while sales agents still visit the non-traditional outlets supplying condoms and expanding non-traditional outlets. The outlets located in the rural areas mostly purchased from wholesalers (7%) in comparison with urban-located outlets purchasing from the same source (60.5%).

Table 4.7 Sources of most recent purchase by outlets

Source of purchase	Traditional N=230	Non traditional N=203	Total N=433
Whole seller	84.3	39.9	63.5
Retailer	2.2	11.8	6.7
Sales agent	10.4	43.8	26.1
Manufacturer	2.2	2.0	2.1
Distributor	.9	1.0	.9
Not stated		1.5	.7
Description	Rural N=124	Urban N=309	
Whole seller	71.0	60.5	63.5
Retailer	5.6	7.1	6.7
Sales agent	21.0	28.2	26.1
Manufacturer	.8	2.6	2.1
Distributor		1.3	.9
Not stated	1.6	.3	.7
Total	100	100	100

CHAPTER 5: INDIVIDUAL OUTLETS AND CONDOM SALES

This chapter examines the condom selling experience of the outlets, price discriminations, and customer's condom buying habits, proportion of female buying condom, brand penetration and supply and stocking procedures. In addition, the status of written information on condom packet regarding HIV/AIDS and demonstration on condom use including status of the promotional materials used in the outlets is also examined.

5.1 Condom selling experience

Table 5.1 shows the condom selling experience of the outlets. There were wide variations in number of years of experiences in selling condoms. Of the total outlets, fifty seven percent of outlets were involved in selling condom since the last three years and more, while only 22.2 percent and 20.1 percent reported to have been involved in selling condom for less than two and one year respectively. The non-traditional outlets as compared to the medical shops (traditional outlets) appear to be relatively new in terms of their involvement in the sale of condom. Among the non-traditional outlets, the Night life venues seems to be more recently involved in selling condom followed by Beauty parlour and Cosmetic shops and Mobile shops. Food shops and Wholesalers although seems to be the oldest outlets involved in selling condom, their involvement in this activities is noted to be still newer than the medical shop. The fact that the involvement of non-traditional outlets in condom distribution activities has contributed to increased market and accessibility of condoms, proportionately more on the rural areas (60%) than in the urban areas (55%) can not be ignored.

Table 5.1 Distribution of outlets by years of involvement in selling condom

Types of shops	Since when selling the brand				Total
	Less than one year	1-2 years	Three and more years	Not stated	
Food shop	31.9	26.1	39.1	2.9	100.0
Beauty parlour & cosmetic shops	12.5	50.0	25.0	12.5	100.0
Night life venues	71.4	28.6	0.0	0.0	100.0
Mobile shop	41.7	33.3	25.0	0.0	100.0
Wholesalers		50.0	50.0	0.0	100.0
Others	31.2	25.8	43.0	0.0	100.0
Medical shop (Traditional)	8.7	17.0	74.3	0.0	100.0
Location of shops					
Rural	18.5	21.0	60.5	0.0	100
Urban	20.7	22.7	55.7	1.0	100
Total	20.1	22.2	57.0	0.7	100

5.2 Price discrimination

It is interesting to note that nearly 6% of the retailers reported to have sold same brand of condom in different prices to different customers. This practice is somewhat higher in the non-traditional (5.9%) than traditional outlets (5.7%). In rural areas 8.9% of the outlets are selling same brand of condom to the customer in different prices as compared to the 4.5 % in the urban areas. Many rural non-traditional shopkeepers felt that they got less commission than those selling condoms in urban areas contributing to the discriminatory practices. However, this practice is adopted only for selected brands.

Table 5.2 **Distribution of outlets by whether they sale same brand in different price**

Sale condom in different price	Traditional N=230	Non traditional N=203	Total N=433
Yes	5.7	5.9	5.8
No	94.3	94.1	94.2
Description	Rural N=124	Urban N=309	Total N=433
Yes	8.9	4.5	5.8
No	91.1	95.5	94.2
Total	100	100	100

Table 5.3 shows the condom by brand name that is sold in different prices to different clients. The percentage of the outlets selling Dhal (40%)and Kamasutra (40%) were the highest followed by Panther (16%) and Wild Cat (12%) brand among the outlets selling same brand of condom in different prices. Such variations are higher for Dhal in non-traditional and for Kamasutra in traditional outlets. Such trend is also observed for outlets in rural and urban areas. For example, the percentage of outlets selling same brand in different price in urban area is highest for Kamasutra as against Dhal in rural area. These variations may be a result of marketing strategies adopted by the distributors/retailers in different or may also be due to the weak price control mechanism. This finding however needs to be considered with caution as the total number of respondents in this case is very small for generalization.

Table 5.3 **Distribution of outlets by brands sold in different prices to different customer**

Brand name	Traditional N= 13	Non traditional N= 12	Total N=25
Dhal	7.7	74.9	40.0
Kamasutra	61.5	16.6	39.9
Wildcat	15.4	8.3	12.0
Pasupati Brand	0	8.3	4.0
Panther	0	33.3	16.0
Durex	0	8.3	4.0
Cobra	7.7	0	4.0
Description	Rural N=11	Urban N=14	Total N=25
Dhal	36.4	28.5	64.9
Kamasutra	27.3	42.8	70.1
Wildcat	27.3	7.1	34.4
Pasupati Brand	9.1	0	9.1
Panther	18.2	14.3	32.5
Durex	9.1	0	9.1
Cobra	0	7.1	7.1

5.3 Customers per-week catered by outlets

The number of customer the outlet catered per week varies between 1 and over 21 per week. In total about half of the sampled outlets catered 1-10 customers per week and a quarter of the outlets have served over 21 customers per week. Of the total medical shops (traditional outlets) 30.7 per cent reported to have sold condom to 1-0 customer per week while the 30.3 per cent reported to have sold to 11-20 customer. Similarly among non-traditional types, highest number of customer flow seems to be in Night life venues (42.9 % served over 21 customers per week). This is followed by Beauty pallor & cosmetic shops (14.3 %).

Table 5.4 **Percentage distribution of the outlets by number of condom buyers per week**

Types of shops	Number of buyers			Total
	1-10	11-20	21 +	
Food shop	84.8	9.1	6.1	100
Beauty pallor and cosmetic shops	57.1	28.6	14.3	100
Night life venues	57.1		42.9	100
Medical shop	30.7	30.3	39.0	100
Mobile shop	75.0	16.7	8.3	100
Wholesalers	50.0	50.0		100
Others	65.6	19.4	15.1	100
Location of shops				
Rural	57.3	20.2	22.6	100
Urban	47.2	24.8	28.1	100
Total	50.1	23.4	26.5	100

Similar variations are also observed for rural areas. For example, majority of the outlets in both the rural and urban areas reported to be selling condoms to 1-10 customers per week followed by other categories reporting to be selling to 21 and more and 11-20 customers.

Table 5.5 shows the percentage distribution of outlets by average number of condom sold per person classified by types of outlets and locations of outlets. The analysis shows that more than half of the outlets (52%) reported that they on average sale 6-10 units of condoms per customer per week. Somewhat higher unit of condom sale per customer is noted in non-traditional (56%) than in traditional outlets (49%). However, the customers buying 1-5 units of condoms per week are more likely to buy from traditional outlet (35%) rather than from non traditional outlets (25%).

The proportion of those selling 6-10 condoms is almost similar in rural and urban areas (52%). In contrast, the proportion of selling 1-5 condom per customer in the rural area is 34.7 per cent as against 29.5 per cent in urban. The proportion of outlets reporting to be selling more than 11 condoms per customer per week in urban area is 1.38 times higher than in rural area. This indicates that expanding condom promotion and accessibility in the urban areas through non-traditional outlets can be considered as an effective vehicle in protecting HIV/AIDS/STI.

Table 5.5 **Percentage distribution of outlets by average condom sold per person**

Units of condom sold per week per customer	**Traditional N=228**	**Non traditional N=199**	**Total N=427**
1-5	35.5	25.8	31.0
6-10	49.6	56.1	52.6
11 and more	14.9	18.2	16.4
Units of condom sold per week per customer	Rural N=124	Urban N=303	Total N=427
1-5	34.7	29.5	31.0
6-10	52.4	52.6	52.6
11 and more	12.9	17.9	16.4
Total	100	100	100

Table 5.6 shows the mean values of selected variables by types of outlets and locations of outlets. The analysis shows higher mean values for all the indicators considered in the table for traditional outlets than for non-traditional outlets. Same patterns emerges for urban than for rural. This indicates that there is still considerable room to improve the distribution schemes through non-traditional outlets, particularly in the rural areas.

Table 5.6 **Distribution of outlets by selected indicators**

Type/location of outlets	Indicators			
	Average customer	Average condom sold per customer	Average condom sold per week	Customers willing to buy number of condom
Traditional N=230	25.10	9.83	158.04	6.47
Non traditional N=203	11.83	9.21	79.14	6.67
Rural N=144	16.93	8.78	68.90	5.89
Urban N=309	19.66	9.84	141.98	6.83
Total	18.9	9.5	121.0	6.6

5.4 Female buyers

The study shows that not only male but also the female buy condoms from commercial outlets. Thirty-three percent of the interviewed outlets reported that condom was most often purchased by female customers. This proportion was higher in urban (35%) and than in rural areas (29%).

With respect to non-traditional types and medical shops (traditional type), female are more likely to go to the medical shops to buy condom rather than go to the non-traditional shops with exception to the wholesalers. The flow of female customers was higher in the Beauty parlour and cosmetic shops and mobile shops in comparison with other types of non-traditional outlets.

Table 5.7 **Percentage distribution of outlets who have served female buyers**

Types of shops	Not stated	No	Yes	Total
Food shop	2.9	84.1	13.0	100
Beauty parlour & cosmetic shops	12.5	50.0	37.5	100
Night life venues		85.7	14.3	100
Mobile shop		70.8	29.2	100
Wholesalers		50.0	50.0	100
Others		79.6	20.4	100
Medical shop	0.4	54.3	45.2	100
Location of shops				
Rural		71.0	29.0	100
Urban	1.3	63.8	35.0	100
Total	0.9	65.8	33.3	100

Table 5.8 shows that almost 80 percent of the retailers felt that among 20 customers only 1-3 women customers visited their outlets to buy condoms. The proportion of women buyers was higher in rural and non-traditional outlets than in urban and traditional outlets. The reason for women buying more from non-traditional outlets could be associated with the accessibility. In the rural area, however women are likely to buy condoms as a precaution for themselves as men in some cases are likely to ignore this factor.

Table 5.8 **Percentage distribution of outlets classified by number of female buyers**

Number of female buyers	Traditional N=104	Non traditional N=40	Total N=144
1	46.2	50.0	47.2
2	23.1	37.5	27.1
3	18.3	5.0	14.6
4	6.7	2.5	5.6
5	3.8	2.5	3.5
8	0	2.5	0.7
9	1.9		1.4
Number of female buyers	Rural N=36	Urban N=108	Total N=144
1	38.9	50.0	47.2
2	27.8	26.9	27.1
3	19.4	13.0	14.6
4	8.3	4.6	5.6
5	2.8	3.7	3.5
8	0	0.9	0.7
9	2.8	0.9	1.4

Total	100	100	100

5.5 Brand penetration

Table 5.9 shows brand penetration in the traditional versus non traditional types and rural versus urban outlets. The social marketing products/brands Dhal were sold by 87% of the outlets, followed by Panther (71%), Kamasutra (32%) and Wild Cat (11%). Brand penetrations of Dhal, Panther, Kamasutra and Wild Cat were higher in medical shops (92%, 95%, 40% and 18% respectively). The medical shops in this study are found to be dealing with wider varieties of condom. However, most of the outlets, irrespective of traditional or non-traditional types, are found to be dealing with four brands: Dhal, Panther, Kamasutra and Durex. The proportion of outlets dealing with other brands is small.

Table 5.9 **Distribution of outlets usually selling various brands of condom by types and the location of shops**

Condom brand name	Types of shops							Location of the shops		Total
	Food shop	Beauty Parlour & cosmetic shops	Night Life venues	Medical shop	Mobile shop	Whole sellers	Others	Rural	Urban	
Dhal	79.7	75.0	85.7	92.6	91.7	100.0	80.6	91.9	85.8	87.5
Panther	36.2	62.5	57.1	95.7	54.2	100.0	43.0	72.6	70.9	71.4
Kamasutra	23.2	25.0	42.9	40.4	12.5		24.7	22.6	36.2	32.3
Durex	0		28.6	5.2	0	0	3.2	2.4	4.5	3.9
Wild Cat	0	12.5	14.3	18.7	0	0	3.2	8.9	12.0	11.1
No brand Name	0	0	0	7.0	0	0	1.1	2.4	4.5	3.9
Skinless	1.4	0	0	1.3	0	0	1.1	2.4	.6	1.2
fun time	0	0	0	.9	0	0		.8	.3	.5
Pasupasti Brand	0	0	0	3.9	0	0	2.2	2.4	2.6	2.5
Cobra	0	12.5	14.3	3.9	0	0	3.2	4.0	2.9	3.2
Sajan	0	0	0		0	0	1.1		.3	.2
Bleach Bland	0	12.5	0	3.0	4.2	0	8.6	4.0	3.9	3.9
Romantic	0	0	0	.9	0	0	1.1	.8	.6	.7
Vagina	0	0	0	1.3	0	0	3.2	.8	1.6	1.4
Love me	0	0	0	3.9	0	0	2.2	1.6	2.9	2.5
Love bird	0	0	0	.4	0	0	1.1		.6	.5
Honeymoon	0	0	0	.4	0	0			.3	.2
Other brands	5.8	25.0	14.3	1.7	0	0	11.8	2.4	6.1	5.1

Brand penetration for social marketing products are much higher in rural than urban areas, whereas commercial brands penetrated more in urban areas. Similarly, rural outlets are more likely to sale varieties of other brands, such as Durex, Pasupati, Bleach Bland, Love bird and so on including other condoms that have no brand names.

Table 5.10 shows the outlets that have switched condom brand sale versus the new comers. In addition, the diagonal figure shows the outlets who have not switched the condom brands they were ever selling. The analysis reveals that the number of outlets who were involved in selling condom: Panther, Kamasutra and Durex brand have stopped selling the brand at the time of survey. On the other hand, although the number is lower than the outgoing outlets, the incoming outlets reporting to be entered in selling these four brands of condom is also relatively higher than the incoming outlets involved in selling other than these brands. **The interesting point in this table is that the number of stayers (not switching from selling a brand to another) as compared to both the out-going as well as in-coming outlets is relatively higher when compared for corresponding brands.**

Table 5.10 Distribution of outlets by brand switch status

	Condom brand now selling																								
Condom brand ever sold	No	Dhal	Panther	Kamsutra	Durex	Wild Cat	d not mentioned	skinless	Fun Time	Pasupati	Cobra	Sajan	Bleach Blonde	Romantic	Love me	Love Bird	Honeymoon	Enjoy	First Love	Vision of Love	Sweet Twenty	Safari	Ultra	Sweet House	Total
No		26	30	18	3	11	1	5	1		4	6	6	5			1		2	1	2		1		123
Dhaal	134	363																							497
Panther	77		285																						362
Kamsutra	38			133																					171
Durex	10				7																				17
Wild Cat	20					40																			60
Brand not mentioned	1																								1
Skinless	4							23																	27
Fun Time									1																1
Pasupati Brand										1															1
Cobra	8										12														20
Sajan	3											12													15
Bleach Blonde	4												14												18
Romantic	9													16											25
Love me	2														7										9
Love Birds	1															1									2
Honeymoon news																	2								2
Enjoy																		1							1
Relax	1																								1
Vision of Love	1																			2					3
Sweet Twenty	1																				4				5
Safari																						1			1
Sexy 20	1																								1
Sweet House																								1	1
Total	315	389	315	151	10	51	1	28	2	1	16	18	20	21	7	1	3	1	2	3	6	1	1	1	1364

5.6 Status of the condom stock

In regard to the question of how often the outlet run out of condom in a year, majority of the outlets (65%) reported "never" followed by 10 to 12% responding once, twice, or maximum thrice. The major reason for out of stock is pointed out to be due to irregular supply. The shortage of condoms reporting is relatively higher in the non traditional than in the traditional outlets and in urban (9-13%) than rural outlets (8-12%). The reason for more stock in the rural than in urban can be attributed to the pattern of use and sales volume which can be expected to be relatively lower in the rural. The same could apply in the case of non-traditional outlets, particularly in the rural areas where the number of condom selling non-traditional shops are likely to be more in number than the traditional shops.

Table 5.11 **Percentage distribution of outlets reporting the out of stock of condom in a year**

Out of stock interval	Traditional N=230	Non traditional N=203	Total N=433
Once	9.6	11.3	10.4
Twice	10.9	14.3	12.5
Three time	7.8	13.8	10.6
Never	71.7	58.6	65.6
Not stated		2.0	.9
	Rural N=124	Urban N=309	Total 433N=
Once	12.1	9.7	10.4
Twice	9.7	13.6	12.5
Three time	8.1	11.7	10.6
Never	70.2	63.8	65.6
Not stated		1.3	.9
Total	100	100	100

Overall the majority of the traditional and non traditional retailers as well as those in the rural and urban areas reported that condoms were directly supplied from either the whole sellers or the sales representatives (67% and 23% respectively). Supply directly from the manufacturer and retailers is a source for only a small proportion of outlets. After wholesaler, the role of sales representative than the other condom suppliers tends to be fairly better as it covers relatively wider varieties of outlets. The pattern is consistent when examined by rural-urban dichotomy.

Table 5.12 **Re-stocking mechanism of the outlet when run out of condom**

Types of shops	Buy from wholesaler	Buy from Retailer	Buy from sales rep	Buy from manufacturer	Buy from distributor	Not stated	Total
Food shop	43.5	10.1	39.1	4.3	0.0	2.9	100
Beauty parlour & cosmetic shops	50.0	0.0	37.5	0.0	0.0	12.5	100
Night life venues	57.1	0.0	14.3	14.3	0.0	14.3	100
Medical shop	87.4	0.9	10.0	0.9	0.9	0.0	100
Mobile shop	37.5	25.0	33.3	0.0	0.0	4.2	100
Wholesalers	50.0		50.0	0.0	0.0	0.0	100
Others	46.2	12.9	39.8	0.0	0.0	1.1	100
Location of shops							
Rural	75.0	4.8	18.5	0.0	0.0	1.6	100
Urban	64.4	6.8	24.9	1.9	0.6	1.3	100
Total	67.4	6.2	23.1	1.4	0.5	1.4	100

The survey also collected information on frequency of visits of sales representative (SR) in the outlets. Among the non-traditional types of outlets, sales representatives seems to visit the mobile shops less frequently followed than the other types of outlets. Twenty-one per cent of the medical shops (traditional outlets) reported that they have not seen sales representatives coming to their shops so far. This figure for the Food shops, Beauty parlour and Cosmetic shops, and Night life venues (Non-traditional outlets) are respectively 30.4, 25.0 and 28.6 per cent, respectively. Of the

total, one fourth in the urban and one fifth in the rural areas reported no visit of sales representatives in their outlets.

Table 5.13 **The most recent visits of the sales representatives by types of shops and location of shops**

Types of shops	One month ago	2-5 months ago	6-11 months ago	More than one year ago	Has Not visited till date	Not stated	Total
Food shop	39.1	24.6		1.4	30.4	4.3	100
Beauty parlour & cosmetic shops	37.5	25.0			25.0	12.5	100
Night life venues	14.3	28.6	14.3		28.6	14.3	100
Mobile shop	54.2	25.0	4.2	4.2	8.3	4.2	100
Wholesalers	100.0						100
Others	55.9	22.6		1.1	18.3	2.2	100
Medical shop	33.9	30.0	5.7	4.3	21.3	4.8	100
Location of shops							
Rural	36.3	29.8	3.2	4.8	23.4	2.4	100
Urban	42.4	25.9	3.6	2.3	20.7	5.2	100
Total	40.6	27.0	3.5	3.0	21.5	4.4	100

5.7 Demonstration of the proper use of condom

Of the total, only 25.5% of the sample outlets reported that they had ever seen the demonstration for using condom. The highest proportion of outlets that had ever seen the demonstration for the condom use was observed among medical shops (42.6%). Among the non-traditional outlets such exposure was lowest for Night life venues (7.1%). Rural outlets had higher level of exposures to demonstration (35.1%) than the urban outlets (21.3%).

Table 5.14 **Outlets reporting to have seen demonstration of proper use of condom**

Types of shops	Seen	Not seen	Total
Food shop	12.1	87.9	100
Beauty parlour & cosmetic shops	10.5	89.5	100
Betel leaf and tea stall		100.0	100
Night life venues	7.1	92.9	100
Medical shop	42.6	57.4	100
Mobile shop	18.8	81.3	100
Wholesalers		100.0	100
Others	14.3	85.7	100
Location of shops			
Rural	35.1	64.9	100
Urban	21.3	78.7	100
Total	25.5	74.5	100

The percentage of outlets reporting to have seen the demonstration of the proper use of a condom from the "advertisement" was much higher than any other media. The "exhibition" and "training" CRS Company, Government Health Centers and Friends follows this. No major differences were observed between traditional and non-traditional outlets as well as between outlets located in rural and urban areas (Table 6.14).

Table 5.15 **Reported source of demonstration**

Source	Rural N=59	Urban N=83	Total N=142
Friends	5.1	4.8	4.9
Exhibition	11.9	13.3	12.7
Training	15.3	10.8	12.7
Advertisement	23.7	28.9	26.8
Health institution	1.7	4.8	3.5
CRS	10.2	14.5	12.7
Health centres	8.5	9.6	9.2
SMD Nepal	3.4	1.2	2.1
Drama	3.4	2.4	2.8
Not stated	16.9	9.6	12.7
	Traditional N=100	Non traditional N=42	Total N=142
Friends	4.0	7.1	4.9
Exhibition	12.0	14.3	12.7
Training	16.0	4.8	12.7
Advertisement	25.0	31.0	26.8
Health institution	2.0	7.1	3.5
CRS	16.0	4.8	12.7
Health canters	12.0	2.4	9.2
SMD Nepal	2.0	2.4	2.1
Drama	3.0	2.4	2.8
Not stated	8.0	23.8	12.7
Total	100.0	100.0	100.0

All respondents were asked whether they had even seen any written message of HIV/AIDS/STI on the condom package. Almost three-quarters of the outlets responded that they had never seen such packets (79%). Of those who saw it, the percentage is only one fifth (20%). These patterns were similar for outlet types and outlets located in rural and urban areas.

Table 5.16 **Outlets reporting to have seen HIV/AIDS/STD message on condom packet**

Seen condom packet with message	Rural N=168	Urban N=389	Total =557
Yes	22.6	19.8	20.6
No	77.4	80.2	79.4
	Traditional N=235	Non traditional N=322	Total =557
Yes	32.8	11.8	20.6
No	67.2	88.2	79.4
Total	100.0	100.0	100.0

Table 5.16 shows the types of outlets reporting to have given written information on HIV/AIDS or condom use. Eighty-three percent of the outlets; both types of outlets and outlets located in rural and urban areas had not received any written information on HIV/AIDS/STI or condom use.

Table 5.17 **Table 6.16 Outlets reporting to have given any written information on HIV/AIDS or condom use**

Response of Outlets	Traditions N=235	Non traditional N=322	Total N=557
Yes	28.1%	8.1%	16.5%
No	71.9%	91.9%	83.5%
	Rural N=168	Urban N=389	Total N=557
Yes	17.9%	15.9%	16.5%
No	82.1%	84.1%	83.5%
Total	100.0	100.0	100.0

Table 5.17 shows the outlets reporting sources of written information on HIV/AIDS or condom use. Among many sources of providing written information on HIV/AIDS/STI or condom use, majority of the retailers of both types of outlets and areas reported that the number one source is health workers/Training/Seminars, whereas number second and third sources were referred to be the institutions dealing with family planning issues (like CRS, FPAN, NGOs, INGOs) and sales representatives, respectively. Other sources such as instruction sheets, HIV/AIDS advocacy and education programs, Vision 2000 project and market display were also mentioned. The same pattern is observed in both the types of outlets and outlets located in rural and urban areas.

Table 5.18 Outlets reporting source of written information on HIV/AIDS or condom use

Source of information	Traditional=66	Non-traditional=26	Total N=92
Sales agent/red-cross	10.6	7.7	9.8
Instruction sheet	9.1	7.7	8.7
CRS/FPAN advertisement	25.8	11.5	21.7
Health workers/training/seminars	25.8	19.2	23.9
HIV/AIDS advocacy/education	4.5	15.4	7.6
Vision 2000	0	11.5	3.3
Market display	3.0	0	2.2
NGOs/INGOs/DoHS	7.6	15.4	9.8
Street drama		3.8	1.1
Not stated	13.6	7.7	12.0
	Rural N=30	Urban N=62	Total N=92
Sales agent/red-cross	6.7	11.3	9.8
Instruction sheet	6.7	9.7	8.7
CRS/FPAN advertisement	20.0	22.6	21.7
Health workers/training/seminars	33.3	19.4	23.9
HIV/AIDS advocacy/education	3.3	9.7	7.6
Vision 2000	0	4.8	3.3
Market display	3.3	1.6	2.2
NGOs/INGOs/DoHS	10.0	9.7	9.8
Street drama	0	1.6	1.1
Not stated	16.7	9.7	12.0
Total	100.0	100.0	100.0

5.8 Unpacked condom

Nearly 40% of the retailers reported to have seen loose (unpacked) Condoms. The same patterns were observed in both the rural and urban areas (42% and 40%). Those in the traditional outlets reported to have seen unpacked condom were higher than those in the non-traditional outlets (55% and 30% respectively).

During the field survey some of the retailers reported that the customer who come to buy condom in their shops are of different characteristics. For example, some of them are quite open while others are hesitant and shy and wait till all other customers go away from the shop so that they can ask for condoms. Moreover, a few others write it on a piece of paper and give it to the sellers and sellers in turn provide them unpacked condoms in paper wraps. In line with their views about the shyness and for hesitance of customers, fewer outlets (traditional and non traditional from both the rural and urban areas) believed that arrangement of delivering condoms privately might boost up the sales volumes.

Table 5.19 **Outlets reported to have seen unpacked condoms**

Seen unpacked condom	Traditional N=235	Non-traditional N=322	Total N=557
Yes	55.3%	30.1%	40.8%
No	44.7%	69.9%	59.2%
	Rural N=168	Urban N=389	Total N=557
Yes	42.3%	40.1%	40.8%
No	57.7%	59.9%	59.2%
Total	100.0%	100.0%	100.0%

About two thirds of the outlets reported that they have never talked to their customers about how to use a condom. However, 48.5% of the medical shops (traditional outlets) reported that they had explained about the proper use of condoms to their customers. About one-fourth of the Food shops and Mobile shops explained about the proper use of condoms to their customers, while Beauty parlour and Cosmetic shops, Night life venues and Wholesalers did not explain about the proper use of condom to their customers at all.

The outlets located in the urban areas explained about the proper use of condom to their customers relatively high (37.2%) in comparison with the outlets located in the rural areas (33.8%).

Table 5.20 **Distribution of outlets reporting to have explained customer about the proper use condom**

Types of shops	Yes	No	Total
Food shop	24.2	75.8	100
Beauty parlour and cosmetic shops		100.0	100
Night life venues		100.0	100
Mobile shop	23.5	76.5	100
Wholesalers		100.0	100
Others	18.4	81.6	100
Medical shop	48.5	51.5	100
Location of shops			
Rural	33.8	66.2	100
Urban	37.2	62.8	100
Total	36.1	63.9	100

5.9 Reasons for not explaining the proper use of condom use

More than half of the outlets (54%) reported that there is no need of explaining the proper use of condom because of sufficient advertisement regarding condom use. Similarly, 35.2% of the outlets said that customers were not interested and/or hesitated somewhat to take advice on the proper use of condoms from the outlets.

About sixty-eight percent of the medical shops (traditional outlets) reported that there was no need of explanation on the condom use due to adequate advertisements followed by "customers not interested" (31.3%). Among the non-traditional outlets also, adequate advertisements and "no interest of the customers" were the main reasons for not requiring explanation. The main reason of not requiring explanation for Beauty parlour and Cosmetic shops was adequate advertisement whereas in case of Food shops and Night life venues the main reason was "customers not interested". The adequate advertisement was the main reason for not explaining the proper use of condom in both rural and urban outlets.

Table 5.21 **Distribution of outlets reporting reasons for not explaining the proper use of condom to their customers**

Types of shops	Adequate advertisement	Customer not interested	Customer felt shy	Not stated	Total
Food shop	40.0	52.0	0.0	8.0	100
Beauty parlour & cosmetic shops	66.7	33.3	0.0	0.0	100
Night life venues	20.0	80.0	0.0	0.0	100
Medical shop	62.7	31.3	3.0	3.0	100
Mobile shop	61.5	23.1	0.0	15.4	100
Wholesalers	0.0	0.0	0.0	100.0	100
Others	51.6	29.0	0.0	19.4	100
Location of shops					
Rural	61.7	29.8	2.1	6.4	100
Urban	51.0	37.8	1.0	10.2	100
Total	54.5	35.2	1.4	9.0	100

5.10 Display of promotional materials

In order to find out the most commonly used promotional materials, all the retailers were asked whether they had seen any promotional material of the various brands displayed at the point of sale. Table 5.21 shows that the most commonly used promotional methods are, "displayed condom on shelves at eye catching level in the shops" (57.8%). In all the outlets, the second, third, fourth, fifth and sixth mediums were found to be stickers, calendars, condom display, posters and POP sign, respectively. The same patterns were observed in both the outlets of rural and urban areas. Danglers, Glow signs, Steamers were also observed in the outlets for different brand of condoms.

In the medical shops (traditional outlets), display of condoms on visible locations were highest (80%). Among the non-traditional shops, all the wholesalers had displayed condom on visible locations. For all other non-traditional outlet types "display of condom on visible locations" were the most prominent promotional material display methods.

Table 5.22 **Distribution of the outlets by status of the display of the promotional materials**

Type of promotional materials	Types of shops								Location of shops		Total
	Food shop	Beauty parlour & cosmetic shops	Betel leaf and tea stall	Night life venues	Medical shop	Mobile shop	Wholesalers	Others	Rural	Urban	
Sticker	8.6	0	0	0	34.9	6.3	0	10.5	20.2	19.0	19.4
Poster	8.6	5.3	16.7	0	22.6	9.4	0	9.0	11.9	15.4	14.4
Calendar	14.7	10.5	0	14.3	23.8	21.9	0	14.3	14.9	20.1	18.5
Condom display	5.2	10.5	0	14.3	25.5	9.4	0	12.0	15.5	16.2	16.0
Other promotional materials	5.2	0	0	0	10.6	15.6	0	3.0	8.3	6.7	7.2
Displayed condom on visible locations	36.2	31.6	0	28.6	80.0	46.9	100.0	48.9	57.1	58.1	57.8
Wall painting	1.7	0	0	7.1	14.0	6.3	0	3.0	6.0	8.2	7.5
Pop sign	1.7	5.3	0	14.3	20.0	12.5	0	5.3	10.7	11.6	11.3
Dangler	3.4	0	0	0	11.9	3.1	0	1.5	7.1	5.9	6.3
Glow sign	.9	0	0	0	2.6	0	0	.8	1.8	1.3	1.4
Steamer	6.0	0	0	0	7.2	3.1	0	2.3	7.1	4.1	5.0

CHAPTER 6: REASON FOR NOT SELLING CONDOM

This chapter examines the reasons of selling particular brand of condom followed by the analysis on the reason for not selling condom.

6.1 Reason for selling condom

Table 6.1 reveals the percentage response of both traditional and non-traditional retail outlets regarding the selling pattern of the various brands of condom. Out of the sixteen different brands listed in the table the demand for three brands namely Dhal, Panthar and Kamasutra seem to be highest in comparison with other remaining brands. This is probably because of the high brand awareness in both rural and urban areas as well as strong brand loyalty among the public.

Table 6.1 Distribution of outlets by their reported condom brand they are selling currently,

Description	Traditional N=230	Non-Traditional =203	Rural N=124	Urban N=309	Total N=433
Dhal	99.1	96.6	98.4	97.7	97.9
Panther	81.7	37.4	59.7	61.5	61.0
Kamasutra	27.0	19.2	12.9	27.5	23.3
Wild Cat	6.1	2.0	3.2	4.5	4.2
Sajan	3.0	3.0	3.2	2.9	3.0
Bleach Blonde	1.3	3.0	1.6	2.3	2.1
Romantic	2.6	1.5	1.6	2.3	2.1
Skinless	2.6	.5	.8	1.9	1.6
Cobra	1.3	1.5		1.9	1.4
Durex	2.2			1.6	1.2
Love me	1.7		.8	1.0	.9
Honeymoon		1.5		1.0	.7
Sweet Twenty	.9			.6	.5
Brand not mentioned		.5	.8		.2
Fun Time	.4			.3	.2
Pasupati Brand		.5	.8		.2
Love Birds		.5		.3	.2
Enjoy		.5		.3	.2
First Love	.4			.3	.2
Ultra		.5		.3	.2

Table 6.2 shows the distribution of outlets who reported their reason for selling condom from their outlet. Most of the respondents in this respect, irrespective of locations of the markets, reported "cheap and accessible" as the prime reason for selling condom followed by "advertisement" and their perception of the level of "reliability" of the brand they are selling. The same pattern follows in all types of shops except for Wholesalers, Beauty parlour and cosmetic shops and Night light venues.

Table 6.2 Distribution of outlets by their reported reason for selling condom

Reasons	Types of outlets								Location of outlets		Total
	Food shop	Beauty parlour and	Betel leaf/tea stall	Night life venues	Medical shops	Mobile shop	Wholesaler	Others	Rural	Urban	
Cheap and accessible	52.2	57.1		16.7	68.6	66.7	50.0	53.3	68	59.0	61.6
Sufficient advertisement	41.8	14.3		33.3	35.4	41.7	50.0	35.9	29.5	39.3	36.5
Reliable	10.4	28.6		16.7	15.7	8.3		10.9	18.9	11.5	13.6
To protect from HIV aids	1.5				.4			1.1	1.6	0.3	.7
Attractive picture	1.5			16.7	2.2			1.1	0.0	2.6	1.9
Only Dhal and Panther are available	3.0			16.7	2.2	8.3		6.5	1.6	4.6	3.7
Salesmen motivated	4.5				.4	4.2		3.3	3.3	1.3	1.9

With respect to the question as to why the outlets are more interested in selling a particular brand than any other brand, the respondents reported customer demand of the particular brand as the

prime reason. This is followed by reasons such as, benefit of people, good profit, salesmen told due to advertisement, like to sell variety, cheap and no substitutes of Dhal and Panther. This pattern is almost similar for the outlets located in urban and rural areas.

Table 6.3 Distribution of outlets by their reported reason for selling particular brand

Category label	Types of outlet								Location of shops		Total
	Food shop	Beauty parlour and Cosmetic	Betle leaf/tea stall	Night life venues	Medical shops	Mobile shop	Wholesaler	Others	Rural	Urban	
Good profit	18.2	28.6			27.0	29.2		20.4	22	24.6	23.8
Like to sale variety	6.1	14.3			14.3		50.0	6.5	8.1	11.5	10.5
Sales men told	21.2			16.7	8.3	25.0		22.6	8.1	16.7	14.3
For the benefit of people	34.8	28.6		50.0	34.8	20.8		21.5	35.8	29.2	31.1
Due to customer demand	72.7	85.7		66.7	85.2	79.2	100.0	74.2	81.3	80.0	80.4
Due to advertisement	7.6				14.8	25.0	50.0	15.1	13.0	14.4	14.0
Only Dhal & Panther available	3.0				2.6	4.2			4.1	1.3	2.1
Cheap	1.5	14.3			4.8	12.5		5.4	3.3	5.6	4.9

6.2 Reason for not Selling Condom

Of the total 2380 outlets considered in this study, 76.6 percent reported that they have never sold a condom. This figure when classified by types of outlets, majority of the medical shops (traditional outlets) 84.6 % reported to be not selling condom as against the corresponding figure at 2.5 per cent for traditional outlets. However, the proportion of outlets not selling condom classified by rural-urban location did not show much differences.

These outlets were asked to report their reasons for not selling condom. The result is listed in Table 6.4. Their responses varied sharply with the types of outlets. For example, 66.5 percent of all the categories of retail outlets stated that their prime reason for not selling condom was "the lack of demand". Around 21.8 percent reported "shyness" of the shopkeepers and 12.5 percent cited "uncomfortable to sell the product like condom" in a shop where there are female shopkeepers.

Table 6.4 Distribution of outlets by reason for not selling condom

Reported Reasons	Types of shops								Total
	Food	Beauty parlour & cosmetic shops	Betel Leaf And tea stall	Night life venues	Medical shop	Mobile Shop	Wholesalers	Others	
Do not like condom	3.2	2.6	1.3	3.6	0	4.8	0	5.4	3.5
Do not know condom	4.9	2.8	2.0	6.9	0	10.2	6.7	8.5	5.9
No demand	67.0	71.3	70.2	68.9	27.3	59.3	60.0	61.1	66.5
No profit	2.3	2.3	1.3	1.9	0	1.8	6.7	3.1	2.3
New shop	6.0	3.6	2.6	2.7	0	9.0	0	6.7	4.8
Religious	2.0	2.3	2.0	1.1	0	2.4	0	1.5	1.7
Lack of capital	2.0	1.0	0	.4	9.1	5.4	0	4.9	2.2
Family objection	4.3	1.8	2.0	3.8		6.0	0	2.6	3.2
Condom freely available	5.7	3.1	4.0	1.9	18.2	3.6	6.7	3.1	3.5
Condom price is lower so thought the quality also low	.3	0	0	.2	0	.6	0		.2
Shyness	18.9	24.1	20.5	22.1	18.2	25.7	26.7	20.4	21.8
Female shopkeeper in the shop	13.2	10.5	9.3	13.7	0	15.6	6.7	13.1	12.5
Presence of other customer	5.4	6.9	6.6	6.9	0	3.0	0	3.4	5.5
Presence of children in the shop	.3	0	.7	.2	0	.6	0		.2
Social restraints	.3	0	0	0	0	.6	0		.1
Shop not related	4.0	11.5	11.3	9.2	0	2.4	26.7	5.4	7.7

Table 6.5 Distribution of the outlets by their reported reason for disliking condom (reported by those who disliked condom)

Reasons	Betel leaf shop	Bar Night clubs	Hotel Resorts	Beauty Parlour Barber shop	Readymade garment store	Retail food marts	Kiyosk	Foot Path shops	Mobile shops	Pubs Liqure selling	Cusmetic shops	Cold storage	Total
Childs are around in the shop	69.2		100.0	71.4	50.0	72.7		80.0	71.4	71.4	66.7	100.0	72.5
Due to shyness				14.3	50.0	27.3	100.0		14.3	14.3	33.3		13.0
Not stated	30.8	100.0		14.3				20.0	14.3	14.3			14.5
Total	100	100	100	100	100	100	100	100	100	100	100	100	100

In case of medical shops (traditional outlets), the prime reason for not selling condom was "no demand" of condom (27.3%), followed by shyness (18.2%) and condom freely available (18.2%). For non-traditional shops also "no demand" of condoms was the prime reason for not selling condom followed by "shyness" to sell condoms.

Of the total sampled outlets 25 (3.5% of total outlets not selling condoms) reported that they do not like to sell condom because they dislike it. In this respect majority (72.5 percent) reported their main reason for disliking was due to the presence of children around the shop followed by shyness (13.0 percent). However, 14.5 percent did not state any reason for their disliking of condom (Table 6.5).

6.3 Prospective for condom sale

All the 25 different categories of retail outlets were interviewed to find out their perception of selling condom in future. Their various responses are presented in the following table. Among various retail outlets handicraft shop, wholesalers, Kirana, restaurant, fancy shop, beauty parlour, tea stall, VDC/CD cassette shops, pubs, liquor selling shop and hotel resorts were showing their affirmative response about the willingness to sale condom in future. In contrast, only two outlets namely tourist information centers and super market reported that they were not willing to sell such product in future. Overall, 64.3 percent of the respondents like to sell and the rest 35.2 percent disliked selling condom in future. Therefore, considering the view of overall respondents there is a high chance of expanding the retail outlets in future. This is of course a positive sign for expanding the distribution net work of condom in future.

Table 6.6 Distribution of the outlets by whether they are willing to sell condom in future

Types of shops	Response			Total
	Yes	No	Not stated	
Medical shop	18.2	63.6	18.2	100
Betel leaf shop	54	46	0	100
Bar Night clubs	64.9	32.4	2.7	100
Hotel Resorts	71.2	28.3	0.5	100
Beauty Parlour Barber shop	75.2	24.4	0.4	100
Readymade garment store	57.8	42.2	0	100
Retail food marts	56.9	42	1.1	100
Kiyosk	53.3	46.7	0	100
Foot Path shops	60.2	39.8	0	100
Mobile shops	60.5	39.5	0	100
Pubs Liquor selling	72.5	26.8	0.7	100
Restaurants	86.6	13.4	0	100
Cosmetic shops	60.7	38.6	0.7	100
Fancy shops	83.3	16.7	0	100
Liquor whole seller	50	50	0	100
Whole seller Kirana	88.9	11.1	0	100
Ticket Counter	37.5	62.5	0	100
Tourist information centre	0	100	0	100
Cold storage	63.4	36.6	0	100
Stationary shop	50	50	0	100
VCD CD Cassette shops	73.7	26.3	0	100
Super market	0	100	0	100
Departmental store	40	60	0	100
Handicraft	92.9	7.1	0	100
Tea stall	75	25	0	100
Total	64.3	35.2	0.6	100

Among the respondents who have shown the willingness to sell condom were asked a supplementary question to know their choice of brand they want to sell by location. Their choices are presented in the following table. There is not much difference in choosing brands among the rural/urban outlets. Demand for Panther was seen higher than demand for Dhal and Kamasutra in both the outlets located in urban/rural areas. Choice of brands other than mentioned above was reported negligible.

Table 6.7 **Distribution of outlets reporting to be willing to sell condom by their choice of brand for selling in future classified by urban-rural category**

Brand name	Rural	Urban	Total
Dhal	61.0	55.8	57.6
Panther	69.3	80.6	76.8
Kamasutra	12.3	12.4	12.3
Durex	.4	1.1	.9
Wild Cat		.4	.3
Skinless		.2	.1
Cobra		.2	.1
Sajan		.4	.3
Romantic		.7	.4

When asked about the basis of taking decision for selling condom by rural/urban retail outlets. It has been clear from the table that majority of them have taken the demand of the product and profit margin as prime basis for making decision. Visualizing the data, urban outlets were seen more demand oriented. The data of rural retail outlets also shows the similar trends but they wanted to have more profit margins from of the sales of condom. Besides the two main bases, other reported bases were no doubt important but insignificant in terms of percentage.

Table 6.8 **Factors the interviewee reported as their basis of decision to sell condom**

Reported basis of decisions	Rural	Urban	Total
Quantity of condom	3.0	3.1	3.1
Profit	38.1	23.7	28.5
Demand	45.0	55.5	52.0
Sufficiency of advertisement	0.9	3.5	2.6
Continuous supply	0.9	0.9	0.9
Affordability	1.3	2.6	2.2
Door to door accessibility	0.4	0.7	0.6
Free promotional items provided to outlets	2.2	0.4	1.0
Free poster given to shopkeepers	0.2	0.1	
Other not stated	4.3	3.1	3.5
Did not response	3.9	6.4	5.5
Total	100	100	100

Chapter 7: Gender

This chapter examines the selected characteristics of the outlet respondents focusing gender perspectives. The distribution of the respondents covered in the sampled outlets by their sex is shown in the earlier analysis in chapter 2 (Table 2.5). This chapter has cross-classified selected variables of interest to examine the involvement of female versus males in the condom distribution activities. The factors that are considered in this analysis are the level of knowledge of different condom brands, involvement in the sale of condom, visit of the sales representatives, number of female buyers catered and reason for not selling condom which are classified by sex of the respondents for comparative analysis.

7.1. Knowledge of various condom brands

Table 7.1 shows the distribution of outlets classified by the sex of the outlet respondents and the condom brand they reported to know. As in earlier analysis, data in this section also reveals Dhal and Panther as the most popular brands among both male and female respondents. The additional piece of information this table provides is that female as compared to male respondents are relatively lower in terms of their knowledge of the different brands. This scenario is quite consistent across all brands of condom considered in Table 7.1 except for Honeymoon and Fun time brands.

Table 7.1 Distribution of the outlets by respondent's sex and their knowledge of the condom brands

(Multi response)

Condom brand name	Sex of respondent		Total N=2380
	Male N=1875	Female N=505	
Dhal	96.6	96.0	96.5
Panther	82.6	72.5	80.4
Kamasutra	45.1	28.3	41.5
Durex	10.4	5.3	9.3
Wild Cat	11.1	5.0	9.8
Just condom no brand	2.5	0.2	2.0
Skinless	0.3		.2
fun time	0.2	0.2	.2
Pasupasti brand	1.4	1.0	1.3
Cobra	3.0	2.0	2.8
Sajan	0.5		.4
Bleach Bland	2.5	0.2	2.0
Romantic	1.8	0.6	1.5
Vagina	0.6	0.2	.5
Love me	0.2	0.2	.2
Love bird	0.3		.3
Honeymoon	0.3	0.2	.3
Enjoy	0.1		.1
Kohinoor	0.3	0.4	.3
I love you	0.3		.3
First love	0.2		.1
Vision of love	0.3	0.2	.3
Sweet twenty	0.3	0.2	.3
Safari	0.1		.0
Ultra	0.1		.0
Sweet house	0.1		.0
Chetak	0.1		.0

7.2. Status of condom sale

Table 7.2 shows the distribution of the outlets by sex of the respondents and their reported involvement in condom distribution activities. The analysis reveals that involvement of female in selling condom than men is relatively lower. For example, female interviewee reporting to have never involved in selling condom is 1.15 times larger than their counter part males. Similarly females reported to have been involved in condom selling activities during earlier days but have stopped selling at the time of survey. They are about half of the men in this category. The proportion of female involved in selling condom currently is also 0.58 times the men. This result indicates that involvement of females in condom distribution activities is significantly lower.

Table 7.2 Distribution of the outlets by reported ever sold any condom

Ever sold any brand	Sex of respondent		Total N=2380
	Male N=1875	Female N=505	
Now selling	20.0	11.5	18.2
Sold before but not now a days	5.8	3.0	5.2
Never sold a condom	74.2	85.5	76.6
Total	100.0	100.0	100.0

The visit of the sales agents in the outlets served by females in the counter versus males in the counter although lower in case of the outlet served by females, the differences is very small. This result shows that the sales agents do not discriminate in visiting the outlets by the sex of the person in the outlets counter.

Table 7.3 Distribution of outlets reporting ever visit of sale's agent by sex of respondents

Sale's agent ever visited	Sex of respondent		Total N=433
	Male N=375	Female N=58	
Yes	77.3	74.1	76.9
No	22.7	25.9	23.1
Total	100.0	100.0	100.0

Those who reported the ever visit of sales agents in their outlets were asked whether they buy condom from the sales agents. In this regard, 77.2 per cent of the male respondents and 65.1 per cent of the female respondents reported to have bought condom from the sales agents. This result again shows that the outlets that have female server in the counter are less likely to buy condom from the sales agents than the one that have male server in the counter.

Table 7.4 Distribution of outlets reporting ever visit of sale's agent by sex of respondents

Did you buy with him	Sex of respondent		Total N= 252
	Male N=224	Female N=28	
Yes	77.2	65.1	75.7
No	22.8	34.9	24.3
Total	100.0	100.0	100.0

The reason for not buying condom from the sales agents reported by the male and female respondents is listed in table 7.5 separately. In this respect both the magnitude as well as the pattern of the reporting of the reasons for not buying condom from sales agents is different by sex of the respondents. Female respondents pointed out only two main reasons: enough stock (93.3 %) and expensive to buy from sales agents (6.7 %). In contrast, the reported reason by male is wider although most of them have pointed out enough stock as their reason for not buying from sales agents. The interesting point that needs to be noted is that 15.2 per cent of the shop keepers are buying from a medical shop and are not buying from the sales agents even when sales agents have visited them. Why these outlets are buying from the medical shops and not from the sales agents are not clear from this analysis because no further questions were asked in their regard. There are also 9.1 per cent outlets who reported that they do not buy condom from salsas agents

because it is expensive to buy from them. Moreover, 4.5 per cent of the outlets that are served by male reported that the purpose of the sales agents in their outlet was only promotional and not for selling condom.

Table 7.5 Distribution of outlets reporting reason for not buying with agents by sex of the respondents

Reason for not buying with agents	Sex of respondent		Total N=81
	Male N=66	Female N=15	
Enough stock	69.7	93.3	74.1
Medical shop nearby	15.2		12.3
Expensive to buy with agents	9.1	6.7	8.6
They only come for publicity	4.5		3.7
Usually buying from wholesaler	1.5		1.2
Total	100.0	100.0	100.0

The data in table 7.6 shows 50 per cent among female and 58.1 per cent among males who reported to have been involved in condom distribution activities. This table also shows that the involvement of males in condom distribution activities is relatively longer as compared to their counterpart females. About ¼ of the females reporting to be involved in condom distribution activities said that they are involved in these activities for less than one year. The corresponding figure for male is only 19.5 per cent.

Table 7.6 Distribution of outlets by sex of the respondents and duration of their involvement in condom distribution

Since when selling the brand	Sex of respondent		Total N=433
	Male N=378	Female N=58	
Less than one year	19.5	24.1	20.1
1-2 years	21.6	25.9	22.2
Three and more years	58.1	50.0	57.0
Not stated	0.8	0.0	0.7
Total	100.0	100.0	100.0

7.3. Female buyers

The analysis clearly shows that females are more likely to be visiting an outlet where female is serving in the counter than the one served by males. For example, 48.3 per cent of the outlets that have female server in the counter reported the visit of female condom customer in their outlets as against 30.9 per cent outlets with male in the counter.

Table 7.7 Distribution of outlets by sex of the respondents and the visit of female buyers in their outlet

Female buyers visit	Sex of respondent		Total N=433
	Male N=378	Female N=58	
Yes	30.9	48.3	33.3
No	68.0	51.7	65.8
Not stated	1.1	0.0	0.9
Total	100.0	100.0	100.0

The information in table 7.8 provides additional evidence that females are more likely to visit to the shops served by female than male. The apparent 2.21 average female buyers served by females as against 1.98 by males is further testimony to this. In addition, the number of female visitors, except in the outlet reporting one and over five female customers, is higher in the case of female server than male server in the outlet counter.

Table 7.8 **Distribution of outlets by sex of the respondents and the number of female customer among last 20 customer served**

Female among last 20 customer	Sex of respondent		Total N=144
	Male N=116	Female N=28	
1	50.9	32.1	47.2
2	26.7	28.6	27.1
3	11.2	28.6	14.6
4	5.2	7.1	5.6
5	3.4	3.6	3.5
8	0.9		0.7
9	1.7		1.4
Total	100.0	100.0	100.0
Average among last 20 customers served per outlet	1.98	2.21	2.03
Min	1	1	1
Max	9	5	9

7.4. Information on HIV/AIDS/STD

Table 7.9 shows the distribution of outlets reporting to have received written information on HIV/AIDS/STD. The data shows that only few, (1/5 among males and ¼ among females) respondents have received written information on HIV/AIDS/STD.

Table 7.9 **Given written information on HIV/AIDS/STD**

Given written information on HIV/AIDS/STD	Sex of respondent		Total N=433
	Male N=378	Female N=58	
Yes	20.8	24.1	21.2
No	79.2	75.9	78.8
Total	100.0	100.0	100.0

The sources of written information on HIV/AIDS/STDs reported by the respondents are classified by the sex of the respondents and are listed in Table 6.8. In this respect majority of the female respondents reported CRS/FPAN advertisements, while majority of male reported Health workers/training/seminars as their main source of information. Similarly, the second major source of this information for males is shown to be Health workers/training/seminars as against NGOs/INGOs/DoHS for females.

Table 7.10 **Source of written information on HIV/AIDS/STD**

Source of information	Sex of respondent		Total N=92
	Male N=78	Female N=14	
Sales agent/red-cross	10.3	7.1	9.8
Instruction sheet	9.0	7.1	8.7
CRS/FPAN advertisement	20.5	28.6	21.7
Health workers/training/seminars	26.9	7.1	23.9
HIV/AIDS advocacy/education	9.0		7.6
Vision 2000	3.8		3.3
Market display	1.3	7.1	2.2
NGOs/INGOs/DoHS	6.4	28.6	9.8
Street drama	1.3		1.1
Not stated	11.5	14.3	12.0
Total	100.0	100.0	100.0

7.5. Information on HIV/AIDS/STD

The reported reason for not selling condom among those who reported to have never sold condom is listed separately by the sex of the respondents in table 7.11. Over 60 per cent of both the male and female respondents reported that their main reason for not selling condom is due to les demand of the products. The other two major reasons pointed out by both the male and female is shyness and female shopkeeper in the shop. The proportion of respondents reporting other than these three reasons for not selling condom are quite low.

Table 7.11 **Distribution of outlets by sex of the respondents and their reported reason for not selling condom**

(Multi response)

Reason for not selling condom	Sex of respondent		Total N=1947
	Male N=1500	Female N=447	
Do not like condom	2.9	5.8	3.5
Do not know condom	5.4	7.6	5.9
No demand	68.0	61.3	66.5
No profit	2.3	2.2	2.3
New shop	5.3	2.9	4.8
Religious	1.8	1.6	1.7
Lack of capital	2.5	1.1	2.2
Family objection	3.2	3.4	3.2
Condom freely available	3.7	2.9	3.5
Condom price is lower so thought the quality also low	.2		.2
Shyness	17.5	36.0	21.8
Female shopkeeper in the shop	8.3	26.6	12.5
Presence of other customer	4.5	8.7	5.5
Presence of children in the shop	.2	.2	.2
Social restraints	.1		.1
Shop not related	8.3	5.4	7.7

Among those who reported to have never been involved in condom selling activities, over 60 per cent among males and over 75 per cent among females reported their willingness to sell condom in future. This result in view of the improvement in present condom distribution system is very encouraging.

Table 7.12 **Willing to sell condom**

Willing to sell condom	Sex of respondent		Total 1947
	Male 1500	Female 447	
Yes	60.7	76.1	64.3
No	38.5	23.9	35.2
Not stated	.7		.6
Total	100.0	100.0	100.0

7.6. Summary

This chapter has examined the condom distribution pattern of the sampled outlets in Nepal in gender perspectives. The data reveals that the involvement of females in the condom distribution activities as compared to their counterparts' males is significantly lower. In addition, it is also clear from this analysis that female condom buyers at present are more likely to be going to buy in the shop served by female than in the shop served by males. One important and encouraging result shown in the analysis in this chapter is the higher proportion of those who expressed their willingness in condom selling activities in future shows a new dimension of launching new condom brand in the country in order to cover wider population.

CHAPTER 8: SUMMARY CONCLUSION AND RECOMENDATIONS

This study has examined the condom distribution patterns in Nepal using information collected form 2380 sample outlets in 18 districts of Nepal. The major focus of this study is to assess the types of condom product available in the market its price and outlets involved in distribution. In addition, the status of the stock of condom, promotional items, reasons for not selling condom and the willingness to sell condom in future among the outlets under study are also examined. The analysis is based on information collected from 2380 commercial outlets broadly categorized into traditional and non-traditional types using a set of semi-structured questionnaire. Percentages, means and number of cases are the major forms of summary indicators that are used to describe and analyze results.

The major objectives are: to access the extent of condom availability by brand, in traditional outlets (pharmacies, retail shops, etc.) across the country, access the extent of condom availability in non-traditional outlets (Kirana/grocery shops, bars, Batli passals/liquor shops, cabin restaurants and dancing halls, etc) across the country, assess the extent of condom availability in urban vs. rural areas, assess consumer price for condoms., assess stocking methods and sources, frequency of restocking, frequency of sales agent visit, etc., assess sales levels by individual outlet and outlet types, assess availability of promotional items including point of purchase displays., investigate retailers' reasons for selling condoms and for not selling condoms.

8.1 Findings

- This study has covered 25 different types of outlets classified into traditional and non-traditional types. The traditional types indicate the medical shops while the other variety types of shops falls under the non-traditional types.
- Of the total outlets, 10.1 percent belongs to traditional category and the rest (89.9 %) belongs to non-traditional category.
- Similarly, of the total outlets 69.9 percent were from urban and 30.1 percent were from rural areas.
- Most of the outlets covered in this study were located in business centers followed by residential area, bus-stop area, industrial area and hospital area.
- Most of the shopkeepers were between 20-29 age categories followed by 40-49, 15-19 and 50 plus age category.
- About 0.4 per cent of the shopkeepers in the traditional category have never been to school and another 0.4 per cent had only primary level schooling.
- Seventy-nine percent of the interviewees were owners and about 20 percent were non-owner.
- The survey revels that males are the ones who are most of the time serving both in and behind the counters. In addition, the survey also revealed that it is either the owner him/herself or the spouse of the owner of the outlets who are working behind counter.
- The survey reported that most of the shops are open both weekdays and weekends (Over 90 %).
- Most of the outlets reported to open at around 6-8 in the morning and close at sometime between 7-8 PM.
- In this study 29 different types of condom brands were reported by the interviewees.
- Of the total 2380 outlets 99.8% were aware of Dhal brand condom followed Panther (94 %) and Kamasutra (65.4%). Awareness of other condom brands was noted to be as low as

28.2% for Wild Cat, 16.2% for Durex and 10.2% for Cobra. The proportion of outlets knowing other than these condom brands was less than 10%.

- The source of knowledge reported by the interviewee in this study is radio, TV, market displays, advertisements, friends, salesmen, customers and others. The other category includes hording board, banner, POP sign, wall paint, kiosk, neon sign, display board and bill board, among which, radio was reported as the most popular source followed by TV, and friends.
- Of the total outlets covered in the study, 18.2 per cent were currently selling condom, 76.6 % have never sold a condom and the rest 5.2 percent were those who used to sale condom before.
- The distribution of the types of outlets in detail by their condom selling status reveals betel leaf shops, wholesale kirana (Grocery), department store and food mart were the major outlets other than medical shops that are selling condom. The other than these types of outlets that are selling condom constitute only less than 13 percent. This means there are considerable rooms for expansion of condom social marketing through those outlets that are either not or only at limited level involved in selling condom.
- More than 80 per cents of shops located around HIV/AIDS/STDs high risk areas such as highway, industrial area, tourist area and campus areas were found to be not selling condom. This shows that condom accessibility in these areas are still far from satisfactory level and needs further focus in expanding the promotion and accessibility of condom.
- In rural area 17.3 % and in urban 18.6 % outlets were selling condom. This figure for traditional and non-traditional outlets was 95.4 and 9.5 per cent respectively that is 10 times higher.
- Among condom brands that were currently sold in the market, Dhal was sold by 89.8% outlets, followed by Panther (72.7%), Kamasutra (34.9%), Wild Cat (11.8%) and Skinless (6.5%). Both traditional as well as non-traditional outlets were selling Dhal in highest proportion (95.7% and 83.3% respectively), while the proportions of outlets selling Panther and Kamasutra brand are less by almost half of the non-traditional outlets in comparison with traditional ones.
- Almost ninety-one to 100 percent of the outlets said that they had stocks of the brand they were selling at the time of survey. This was with exception to the outlets that were selling Durex, (50%), Wild Cat (76.5%), and Love Me (71.4%). Similarly, most of the non-traditional outlets also had stocks of other condom brands besides Dhal, Panther, Kamasutra, Wild Cat while most of the traditional outlets did not have stock of these brands.
- Per unit price of condom was found to differ by brands. Ultra brand was sold at the highest price (Rs. 15.0), followed by Love Bird (Rs. 8.7), Romantic (Rs. 7.9), Honeymoon (Rs. 7.8), Kamasutra (Rs. 7.5) and so on. Dhal was available in the lowest price (86 paisa) and its price was quite close to Pasupati brand, which was sold at Re. 1 per unit. Even the price of some of the condom brand were found to be selling at different prices, for example, the price Kamasutra brand was found to be differ by Rs. 30.0.
- About 77% of the outlets who were currently selling condom reported that sales agent has visited their shops. This figure for traditional and non-traditional outlets is 79.6% and 73.9% respectively. Similarly, 77.7% of the outlets located in the urban and 75% in the rural areas reported the visit of sales agents.
- Of those reporting a visit of sales agent in the non-traditional outlets, 84.7% were buying condoms from the representative. This figure for traditional outlets was 68.3%.
- Most of the outlets reported to restock condoms every month. A little less than two-thirds outlets purchased condoms from wholesalers, followed by sales agents (26.1%). Majority

of the non-traditional outlets purchased from sales agents (43.8%), followed by wholesalers (39.9%), while in case of traditional outlets, 84.3% purchased from wholesalers and only 10.4% purchased from sales agents.

- Fifty seven percent of the outlets reporting to be selling condom at the time of survey also reported that they were selling condom since last three years and more. This figure for Non-traditional outlets was 37%.
- Nearly 6% of the retailers reported to have sold same brand of condom in different prices to different customers. This practice is somewhat higher in the non traditional (5.9%) than traditional outlets (5.7%). In rural areas 8.9% of the outlets are selling same brand condom to the customer in different prices as compared to the 4.5 % in the urban areas.
- The number of customer the outlet catered for condom varies between 1 and over 21 per week. Of the total traditional outlets 30.7 per cent reported to have sold condom to 1-10 customers per week while the 30.3 per cent reported to have sold to 11-20 customers. The traditional outlets who reported to be selling condom to more than 21 persons per week is shown to be 39 per cent. The corresponding figure for nontraditional outlets is respectively 72.4 %, 15.6 % and 12.1 % respectively.
- Majority of the outlets in both the rural and urban areas reported to be selling condoms to 1-10 customers per week.
- More than half of the outlets (52%) reported that they on average sale 6-10 units of condoms per customer per week. This figure for non-traditional outlet is 56% and for traditional outlets is 49%.
- Thirty-three percent of the urban outlets and 29 per cent of the rural outlets who were selling condom reported to have sold condom to 1-9 female customer of the last 20 customers they served in their shops. The number of female customer served in the non-traditional outlets was reported by 19 per cent as against 45 per cent in traditional outlets.
- Dhal brand were sold by 87% of the outlets, followed by Panther (71%), Kamasutra (32%) and Wild Cat (11%). Brand penetrations of Dhal, Panther, Kamasutra and Wild Cat were higher in traditional (92%, 95%, 40% and 18% respectively) than in non-traditional outlets (81%, 43%, 23% and 2% respectively).
- Majority of the outlets (65%) reported they "never" run out of condom. The situation was found to be quite consistent in rural and urban as well as for traditional and nontraditional outlets.
- Only 25% of the outlets in both the rural and urban areas reported that they had seen the demonstration for using condom. The percentage of outlets reporting to have seen the demonstration of the proper use of a condom from the "advertisement" was much higher than any other media. The "exhibition" and "training" by CRS Company, Government Health Centers and Friends follows this.
- Almost three-quarters of the outlets responded that they had never noticed a written message in a condom packet.
- About two third of the traditional and non traditional outlets as well as those in the rural and urban areas reported that they have never talked to their customers about how to use a condom. The reason for this is attributed to sufficient advertisement; customers were not interested and/or hesitate to take advice.
- The most commonly used promotional methods was observed to be "condom packet display at eye catching level in the shops" followed by stickers, calendars, posters and POP sign.

- Most of the respondents, irrespective of the type of outlets or locations of the markets, reported "cheap and accessibility" as their prime reason for selling condom followed by "advertisement" and their perception of the level of "reliability".
- Customer demand in the locality was reported to be the main reason for preferring to sell certain brands of condom followed by good profit. Advocacy of the sales men, advertisement, like to avail wide range of products/brands under one umbrella and the no choice situation where the outlets have to accept the one available in the market.
- Of the total 2380 outlets considered in this study, 76.6 percent reported that they have never sold a condom.
- 66.5 percent of all the categories of retail outlets stated that their prime reason for not selling condom was due to the lack of demand from the part of the public, followed by 21.8 percent reporting shyness as their reason.
- 64.3 percent of the respondents who were not selling condom at present expressed their willingness to sale condom in future provided that demand of the product and profit margin are assured.

The distribution of the types of outlets in detail by their condom selling status reveals betel leaf shops, Wholesalers, Kirana (Grocery), Department store and Food mart were the major outlets other than medical shops that are selling condoms. The other than these types of outlets that are selling condoms constitute only less than 13 percent only. This means there are considerable rooms for expansion of condom social marketing through those outlets that are either not or only at limited level involved in selling condom.

8.2 Recommendations:

Based on the findings of the study, the following recommendations are suggested for effective implementation.

1. In non-traditional outlets, availability of condoms is very low. Therefore, mechanism needs to be developed to promote availability of condoms in the non-traditional outlets.
2. Almost 30%of those who kept condom stocks run out of stock. Hence, regular supply and re-supply mechanism should be strengthened. For this direct supply and re-supply methods should be emphasized. Direct supply through sales agents rather than wholesalers or distributors would be more effective mechanism for the promotion of condoms.
3. Social marketing products such as, Dhal and Panther are being sold at lowest prices in comparison with commercial products. Hence, new products or brands should be launched with heavy price subsidy providing low price for the consumers and high trade margins to the retailers.
4. Majority of the retailers did not explain about the correct use of condoms to their customers. Therefore, specific training and education to the retailers is a must.
5. Mostly, condom packets were not found with written information about STD/HIV/AIDS. Hence, direct messages of "HIV/AIDS/STDs" on the condom packets should be written visibly.
6. Promotional materials should be developed specifically targeting to retailers and consumers. In rural areas such materials needs to be further emphasized. In this regard, promotional activities like Street Dramas should be carried out in rural areas in a sustainable manner.
7. Product displays were found to be most important for creating awareness and promotion of condom brands. So, outlet-specific promotional activities should be emphasized. This should be done by hiring shelves or by promoting display racks in the outlets.

8. Promotion of condom should be initiated in the high risk areas like industrial area, transport worker area, hotel restaurant, red light, tea garden in order to carry out promotional activities in these areas their respective organizations should be tapped for the effective results.

9. In order to promote in the rural areas Dhami, Jhakris (faith healers) should be tapped since they are trustworthy in the community. They are still practicing treatments in the rural areas and hence, have good communication with local people.

10. Proper/correct use of condoms should be emphasized more in the rural as well as in the urban areas.

11. CRS was found to be a leading social marketing company in Nepal as its brands were the ones that were highly popular in the study area. It is therefore pertinent to recommend at this point that the CRS be made as an umbrella for launching new condom social marketing encompassing the Community Based Organizations, local level Service Delivery Points and NGO-based service delivery points as their active partners. This recommendation can be relevant in the context of Nepal as it is one of the policies to deliver health care services to underserved men, women and adolescence inhabiting particularly in rural areas.

12. This study is focused only to the supply side of condom. Perspectives of consumers in order to know their socio-economic, cultural and media habits of risk groups are all the more necessary to understand further issues of the promotion of condoms. Hence, study in this line should be geared in future.

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ANNEXES 1

Annex 1.1 Sampling Instructions

Identification of Market Locations

-Include six market locations of the following categories

a. Industrial area
b. Bus stand/Taxi stand/Rixa stand/Truck parking/other transport areas
c. Commercial sex area
d. Hotel/Restaurant/Bars/Dancing halls areas
e. Market complex areas in the main city
f. Residential areas

-Include markets from major cross roads, boarder crossings (with India)/ Custom check points.

-Include Evening Markets (if any)

-Divide the municipality into three areas, core semi-periphery and code the market under enumeration accordingly.

Annex 1.2 Categories of Shops targeted to be included in the sample and survey plan

- Kirana/Grocery
- Bars/Bhatti
- Restaurants/Bars
- Dancing hall/Night clubs/Restaurants
- Pan pasals
- Soft drink shops/liquor shops
- Departmental store/supermarkets
- Readymade garments/other luxurious cosmetic goods
- Barbour/Beauty parlor
- Handicraft/Boutique
- Pharmacies

Note:
1) The supervisors are instructed to include one or two categories of shops which are potential for Condom sales but we failed to list above.
2) The categories of shops other than those listed above should not be included in the sample.
3) Visit second time if the selected shop is not enumerated in the first attempt.
4) Include all categories of shops (if possible) from all the selected markets.
5) The supervisors are instructed to check and make sure whether all categories of shops are being enumerated or not if all variety of shop are not found in some of the markets compensate it from the rest of markets not yet enumerated to include all types of shops in the allocated sample.

Survey Plans in the Selected Districts

1 Arrive district
2 Meet senior research staff from CEDA
3 Go to CDO, inform about the survey on Condom Distribution. Submit the letter from CEDA.
4 From CDO office obtain the lists of registered shops/outlets.
5 Go to either of one: DHO/DD/FPA and meet the chief of the office there. He/she is the key informants and can help you in justifying sample areas.
6 Explain your objectives of being there your sample market (spots) and number of outlets to be covered and discuss whether the selected spots are all right. He/she can suggest better markets. If so change your sample accordingly.
7 Divide among yourself with the help with your supervisor into two groups.
8 During the day supervisor will divide his time with both the groups
9 Go to your area and begin survey
10 Supervisors job

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8 During the day supervisor will divide his time with both the groups
9 Go to your area and begin survey
10 Supervisors job

- Help divide survey group
- Check/edit the field out questionnaire every evening
- Jot down and code (by discussing with friends) the open ended questions
- Supervise as well as enumerate
- Fill in questionnaire
- Identification of market location
- Selection of shops

11 Proceed to the next district and repeat the same procedure.

Annex 1.3 Proposed Sample Size by Study Areas

Hill		Towns	Traditional		Non-traditional		Total	
			Market	Out lets	Market	Out lets	Market	Out lets
	1	Ilam	10	10	10	100	10	110
	2	Kathmandu	10	20	10	190	10	210
	3	Lalitpur	10	20	10	190	10	210
	4	Hatauda	10	10	10	100	10	110
	5	Kaski	10	20	10	190	10	210
	6	Doti	10	10	10	100	10	110
	7	Baitadi	10	10	10	100	10	110
		Subtotal	70	100	70	970	70	1070
Tarai								
	1	Jhapa	10	10	10	100	10	110
	2	Sunsari	10	10	10	100	10	110
	3	Morang	10	20	10	190	10	210
	4	Bara	10	10	10	100	10	110
	5	Parsa	10	10	10	100	10	110
	6	Chitwan	10	10	10	100	10	110
	7	Rupandehi	10	10	10	100	10	110
	8	Banke	10	10	10	100	10	110
	9	Kailali	10	10	10	100	10	110
	10	Kanchanpur	10	10	10	100	10	110
	11	Kapilbastu	10	10	10	100	10	110
		Sub Total	110	120	110	1190	110	1310
		Total	180	220	180	2160	180	2380

Annex 1.4 **Supervisor enumerator training schedule**

Date	*Time*	*Topics*	*Remarks*
16-12-2058	11:00-11:30	Introduction	Prakash Pant
	11:30-12:30	About the Study	Prakash Pant
	12:30-1:00	Survey Groups Division	6 groups
	1:00-1:30	Snacks Break	
	1:30-2:30	Tool Discussion	Prakash Pant
	2:30-2:40	Break	
	2:40-4:00	Tool Discussion	Continue Prakash Pant
17-12-2058	11:00-12:30	Tool Practice	Prakash Pant
	12:30-1:00	Sampling Design	Arun K L Das
	1:00-1:30	Break	
	1:30-2:00	Sampling Design	Continue-Arun KL Das
	2:00-2:30	Survey Plan in the districts	Kishore K.C.
	2:30-3:15	Condom Distribution	Khagendra N Adhikary
	3:15-4:00	HIV/AIDS and Condom	Dr. R. R. Dhungana
18-12-2958	11:00-2:00	Proceed teams for Pre-test	In Ktm and Lalitpur All resource persons
	3:00-5:00	Discussion on the result of pre-test	Venue at CEDA Participants/ All resource persons

Note 1: The selected pre-test areas are Bhaisepati, Battisputali, Kalimati, Jorpati, Kausaltar and Bishalnagar.
Note 2: The CEDA vehicle will drop the survey teams to the pre-test areas and also pick-up from the specified points to CEDA.

Annex 1.5 Field plan

District/group/Days (Number of question to be filled in)	Activities	District/group/Days (Number of question to be filled in)	Activities
Group "A" Ilam-Jhapa (220)		Group "B" Morang - Sunsari (320)	
Day 1-2	Kathmandu-Kakarbhitta	Day 1	Kathmandu-Biratnagar
Day 3-7	Enumeration	Day 2-8	Enumeration
Day 8	Kakarbhitta- Ilam	Day 9	Biratnagar - Dharan
Day 9-13	Enumeration	Day 10-13	Enumeration
Day 14-15	Ilam-Kathmandu	Day 14	Dharan - Kathmandu
Group "C" Bara – Parsa (220)		Group "D" Makwanpur - Chitwan (220)	
Day 1	Kathmandu – Nijgadh	Day 1	Kathmandu-Hetauda
Day 2-6	Enumeration	Day 2-6	Enumeration
Day 7	Nijgadh – Birjung	Day 7	Hetauda - Chitwan
Day 8-12	Enumeration	Day 8-12	Enumeration
Day 13	Birjung –Kathmandu	Day 13	Chitwan - Kathmandu
Group "E" Rupendehi – Kaski (320)		Group "F" Kathmandu- Lalitpur (420)	
Day 1	Kathmandu-Bhairawa	Day 1	Selection of Markets in Kathmandu
Day 2-6	Enumeration	Day 2-9	Enumeration
Day 7	Bhairawa – Pokhara	Day 10	Selection of Markets in Lalitpur
Day 8-14	Enumeration	Day 11-20	Enumeration
Day 15	Pokhara- Kathmandu		
Group "G" Dadeldhura - Doti, Kanchanpur (330)		Group "H" Kapilbastu - Banke. Kailali (330)	
Day 1-2	Kathmandu-Mahendranagar	Day 1-2	Kathmandu-Kailali
Day 3-7	Enumeration	Day 3-7	Enumeration
Day 8	Mahendranagar – Dadeldhura	Day 8	Kailali - Banke
Day 9-13	Enumeration	Day 9-13	Enumeration
Day 14	Dadeldhura – Doti	Day 14	Banke - Kapilbastu
Day 15 – 19	Enumeration	Day 15 - 19	Enumeration
Day 20 – 21	Doti – Kathmandu	Day 20	Kapilbastu - Kathmandu

Note: Initial Districts = 17; Initial Sample = 2270
Revised Districts = 18; Revised Sample = 2380

ANNEX 2 Differentials in condom distribution patterns by Types/location of outlets

Annex 2 Table 2.1.A: Percentage distribution of the sampled outlets by type and location of outlets, PSI survey, 2002

Type/location	Number	Percent
Rural traditional	80	3.4
Rural Non-Traditional	636	26.7
Urban Traditional	161	6.8
Urban non-traditional	1503	63.2
Total	2380	100.0

Annex 2 Table 2.1 Percentage distribution of the outlets by its broad category and locations, PSI survey, 2002

	Types/location of outlets				
Development region	Rural traditional N=80	Rural Non-Traditional N=636	Urban Traditional N=161	Urban nontraditional 1503	Total 2380
EDR	25.0	23.0	24.8	22.2	22.7
CDR	41.3	41.2	32.3	34.1	36.1
WDR	16.3	15.3	18.0	19.4	18.1
MWDR	5.0	7.4	4.3	3.5	4.6
FWDR	12.5	13.2	20.5	20.8	18.5
Ecological Belt					
Hill	38.8	37.6	42.9	48.6	45.0
Tarai	61.3	62.4	57.1	51.4	55.0
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 2.2: Percentage distribution of the outlets by its broad category and districts, PSI survey, 2002

Districts	Rural traditional N=80	Rural Non-Traditional N=636	Urban Traditional N=161	Urban non-traditional 1503	Total 2380
Morang	3.8	3.6	10.6	11.1	8.8
Dadeldhura	3.8	3.0	5.0	5.3	4.6
Kanchanpur	1.3	2.0	5.6	5.8	4.6
Kaski	2.5	3.0	8.7	11.6	8.8
Makawanpur	5.0	3.6	5.6	4.9	4.6
Bara	8.8	10.8	1.9	2.1	4.6
Jhapa	6.3	8.0	3.1	3.3	4.6
Lalitpur	7.5	6.4	8.1	10.0	8.8
Ilam	8.8	9.7	2.5	2.5	4.6
Kapilbastu	11.3	10.8	3.1	1.8	4.6
Doti	2.5	1.9	5.6	5.8	4.6
Kailali	5.0	6.3	4.3	3.9	4.6
Sunsari	6.3	1.6	8.7	5.4	4.6
Kathmandu	8.8	9.9	7.5	8.5	8.8
Banke	5.0	7.4	4.3	3.5	4.6
Parsa	5.0	6.1	3.7	4.1	4.6
Chitwan	6.3	4.2	5.6	4.6	4.6
Rupandehi	2.5	1.4	6.2	5.9	4.6
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 2.4: Percentage distribution of the outlets by its broad category and selected background characteristics, PSI survey, 2002

Types of road where sales outlet located	Rural traditional N=80	Rural Non-Traditional N=636	Urban Traditional N=161	Urban nontraditional 1503	Total 2380
Way to business center	20.0	12.4	19.3	20.0	17.9
Way ti industrial estate	1.3	1.9	6.8	4.9	4.1
Residential area Road	32.5	34.6	27.3	35.4	34.5
High way	43.8	47.0	35.4	32.2	36.8
Tea state area road		1.3	2.5	1.1	1.2
Bus park crossing			3.1	1.5	1.1
Road located in Tourist area			1.9	0.9	0.7
Roads around Entertainment center or Sport clubs	2.5	0.9	1.9	1.7	1.6
Roads around Hospital area		1.9	0.6	1.8	1.7
Roads around airport			1.2	0.5	0.4
Ownership status of the shop **					
Owner	85.0	81.9	76.4	79.0	79.8
Non-owner	15.0	18.1	23.6	21.0	20.2
Relationship of the respondent with Owner **					
Spouse	1.3	5.2	1.9	3.7	3.9
Relative	11.3	8.6	10.6	8.3	8.7
Manager	1.3	0.5	1.2	1.6	1.3
Worker	1.3	3.8	9.9	7.5	6.4
Sex of respondent **					
Male	82.5	77.0	87.6	78.4	78.8
Female	17.5	23.0	12.4	21.6	21.2
Age of the respondant					
Less than 15		0.9		0.8	0.8
15-19	7.5	11.5	3.1	7.4	8.2
20-29	32.5	34.4	38.5	38.0	36.9
30-39	33.8	30.5	39.1	32.8	32.6
40-49	21.3	15.4	14.3	13.4	14.3
50 and over	5.0	7.2	5.0	7.6	7.2
Respondent's education					
Never been to school	1.3	17.5		12.3	12.5
Primary 1-5 years		22.3	0.6	16.2	16.2
Secondary 6-10 years	13.8	35.1	9.9	34.7	32.4
SLC or higher	85.0	25.2	89.4	36.8	38.9
Owner himself <Not applicable>	85.0	81.9	76.4	79.0	79.8
Sex of the person behind the counter **					
Male	70.0	67.1	81.4	71.3	70.8
Female	30.0	32.9	18.6	28.7	29.2
Totakl (n)	80	636	161	1503	2380
Total	100	100	100	100	100

Note: **This information is provided in table 2.5 in text

Annex 2 Table 2.6A Percentage distributions of the outlets by their opening days, types and locations

Shop opening days	Rural traditional N=80	Rural Non-Traditional N=636	Urban Traditional N=161	Urban nontraditional 1503	Total 2380
Only Saturday		0.3	0.6	0.5	0.4
Both week days and weekends	93.8	93.2	93.8	89.7	91.1
Only week days	6.3	6.4	5.6	9.8	8.5

Note: This table refers to figure 2.5 in text.

Annex Table 2 2.6 Shop opening-closing time for those who open both week and weekends

Opening time	Rural traditional N=75	Rural nontraditional N=595	Urban traditional N=152	Urban non traditional N=1355	Total N=2177
2 Am	0.0	0.2	0.0	0.1	0.1
3 Am	0.0	0.0	0.0	0.1	0.1
4 Am	0.0	0.8	1.3	0.7	0.8
5 Am	0.0	6.1	0.7	7.5	6.4
6 Am	29.3	35.8	17.1	32.3	32.1
7 Am	46.7	42.4	55.9	36.8	40.0
8 Am	20.0	10.6	23.0	14.2	14.0
9 Am	4.0	1.3	2.0	4.4	3.4
10 Am	0.0	2.2	0.0	2.2	2.0
11 Am	0.0	0.2	0.0	0.8	0.6
12 Noon	0.0	0.5	0.0	0.4	0.4
14 PM	0.0	0.0	0.0	0.3	0.2
15 PM	0.0	0.0	0.0	0.1	0.1
Mean opening time	7.0	6.7	7.0	6.9	6.8
Closing time					
11 AM	0.0	0.7	0.0	0.6	0.6
12 NOON	0.0	0.2	2.0	1.7	1.2
13 PM	2.7	1.0	0.7	1.4	1.3
14 PM	0.0	1.2	2.6	1.5	1.4
15 PM	0.0	0.3	0.0	0.3	0.3
16 PM	0.0	0.7	0.0	0.2	0.3
17 PM	5.3	5.4	2.0	1.7	2.8
18 PM	10.7	10.6	3.9	9.7	9.6
19 PM	29.3	37.1	33.6	36.0	35.9
20 PM	37.3	31.1	34.9	36.4	34.9
21 PM	9.3	8.1	12.5	7.2	7.9
22 PM	4.0	1.8	5.9	2.2	2.4
23 PM	1.3	0.8	1.3	0.4	0.6
24 PM	0.0	1.0	0.7	0.7	0.8
Mean closing time	19.4	19.2	19.5	19.2	19.2

Annex 2 Table 2.7 Shop opening-closing time for those who open only weekdays

Opening time	Rural N=5	Rural N=41	Urban N=9	Urban non residential N=148	Total N=203
4 AM	0.0	0.0	0.0	1.4	1.0
5 AM	0.0	0.0	0.0	1.4	1.0
6 AM	20.0	24.4	0.0	15.5	16.7
7 AM	20.0	41.5	44.4	39.2	39.4
8 AM	60.0	24.4	22.2	22.3	23.6
9 AM	0.0	0.0	22.2	9.5	7.9
10 AM	0.0	9.8	11.1	9.5	9.4
11 AM	0.0	0.0	0.0	0.7	0.5
16 PM	0.0	0.0	0.0	0.7	0.5
Mean opening time	7.4	7.3	8.0	7.6	7.5
Closing time					
16 PM	20.0	0.0	11.1	2.7	3.0
17 PM	0.0	2.5	11.1	4.7	4.5
18 PM	0.0	17.5	11.1	14.2	14.4
19 PM	60.0	57.5	44.4	50.0	51.5
20 PM	20.0	17.5	22.2	27.0	24.8
21 PM	0.0	0.0	0.0	1.4	1.0
22 PM	0.0	2.5	0.0	0.0	0.5
23 PM	0.0	2.5	0.0	0.0	0.5
Mean closing time	18.60	19.13	18.56	18.98	18.98

Annex 2 Table 3.1 **Percentage distributions of outlets by knowledge of the respondents and condom brand, PSI survey, 2002**

Condom brand	Rural traditional N=80	Rural Non-Traditional N=636	Urban Traditional N=161	Urban nontraditional 1503	Total 2380
Dhal	98.8	95.1	100.0	96.6	96.5
Panther	97.5	73.0	99.4	80.6	80.4
Kamasutra	61.3	29.6	85.7	40.8	41.5
Durex	16.3	5.7	30.4	8.3	9.3
Wild Cat	33.8	3.8	49.7	6.8	9.8
Just condom no brand	8.8	.5	13.0	1.1	2.0
Skinless	1.3	.3	.6	.1	.2
fun time	1.3		.6	.1	.2
Pasupasti brand	6.3	.2	8.1	.8	1.3
Cobra	12.5	.3	14.9	2.1	2.8
Sajan			1.9	.4	.4
Bleach Bland	11.3	.6	13.0	.9	2.0
Romantic	8.8	.5	6.8	1.0	1.5
Vagina	1.3		4.3	.3	.5
Love me	2.5		.6	.1	.2
Love bird	1.3		.6	.3	.3
Honeymoon News			1.9	.3	.3
Enjoy				.1	.1
Koohinur			.6	.4	.3
I love you	1.3		1.9	.1	.3
First love	1.3		1.2		.1
Vision of love			2.5	.1	.3
Sweet twenty	1.3		3.7		.3
Safari	1.3				.0
Ultra				.1	.0
Sweet house	1.3				.0
Chetak			.6		.0

Note: 3.2, 3.3 & 3.4 are excluded in this analysis as the number of cases are too small after desegregation. The information to this in total is provided in text.

Annex 2 Table 3.5 **Percentage distributions of outlets by Ever sold any condom brand, PSI survey, 2002**

Ever sold any brand	Rural traditional N=80	Rural Non-Traditional N=636	Urban Traditional N=161	Urban nontraditional 1503	Total 2380
Now selling	92.5	7.9	96.9	10.2	18.2
Sold before but not now a days	1.3	6.8	2.5	5.1	5.2
Never sold a condom	6.3	85.4	.6	84.8	76.6
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 3.6 Distribution of sample outlets by types of currently selling condom brand, PSI survey, 2002

Brand Name	Rural traditional N=80	Rural Non-Traditional N=636	Urban Traditional N=161	Urban nontraditional 1503	Total 2380
Dhaal	87.5	6.6	93.2	8.4	16.3
Panther	86.3	3.5	96.3	4.6	13.2
Kamsutra	30.0	.9	49.1	2.8	6.3
Durex	1.3	.2	5.0		.4
Wild Cat	15.0	.2	21.1	.3	2.1
Condom that has no brand		.2			.0
Skinless	7.5		11.2	.3	1.2
Fun Time	1.3		.6		.1
Pasupati Brand		.2			.0
Cobra	3.8		5.0	.3	.7
Sajan	3.8	.2	3.1	.6	.8
Bleach Blande	2.5		3.1	.9	.8
Romantic	6.3		8.1	.2	.9
Love me	2.5		3.1		.3
Love Birds				.1	.0
Honeymoon news				.2	.1
Enjoy				.1	.0
First Love			1.2		.1
Vision of Love			1.9		.1
Sweet Twenty	1.3		3.1		.3
Safari	1.3				.0
Altra				.1	.0
Sweet House	**1.3**				.0

Annex 2 Table 3.7 Percentage distributions of outlets currently selling condom by types of outlets and by condom brand, PSI survey, 2002

Brand Name	Rural traditional N=74	Rural Non-Traditional N=50	Urban Traditional N=156	Urban nontraditional N=153	Total N=433
Dhaal	94.6	84.0	96.2	83.0	89.8
Panther	93.2	44.0	99.4	45.1	72.7
Kamsutra	32.4	12.0	50.6	27.5	34.9
Durex	1.4	2.0	5.1		2.3
Wild Cat	16.2	2.0	21.8	2.6	11.8
Brand not mentioned		2.0			.2
Skinless	8.1		11.5	2.6	6.5
Fun Time	1.4		.6		.5
Pasupati Brand		2.0			.2
Cobra	4.1		5.1	3.3	3.7
Sajan	4.1	2.0	3.2	5.9	4.2
Bleach Blande	2.7		3.2	8.5	4.6
Romantic	6.8		8.3	2.0	4.8
Love me	2.7		3.2		1.6
Love Birds				.7	.2
Honeymoon news				2.0	.7
Enjoy				.7	.2
First Love			1.3		.5
Vision of Love			1.9		.7
Sweet Twenty	1.4		3.2		1.4
Safari	1.4				.2
Altra				.7	.2
Sweet House	1.4				.2

Note: This table is based on information from 433 outlets who reported to be currently selling condom

Annex 2 Table 3.8: Percentage of outlets reporting to have stock of brand they are selling, PSI survey, 2002

Condom brand	Rural traditional	Rural Nontraditional	Urban Traditional	Urban Nontraditional	Total
Dhaal	100.0	90.5	94.7	81.1	90.7
Panther	94.2	90.9	93.5	87.0	92.1
Kamsutra	83.3	100.0	91.1	107.1	94.7
Durex	100.0	100.0	37.5		50.0
Wild Cat	75.0	100.0	73.5	100.0	76.5
Skinless	83.3		77.8	75.0	78.6
Fun Time	100.0		100.0		100.0
Pasupati Brand	133.3	100.0			100.0
Cobra			100.0	100.0	106.3
Sajan	66.7	100.0	100.0	122.2	100.0
Bleach Blande	100.0		40.0	84.6	80.0
Romantic	80.0		100.0	133.3	100.0
Love me	100.0		60.0		71.4
Love Birds				100.0	100.0
Honeymoon				100.0	100.0
Enjoy				100.0	100.0
First Love			100.0		100.0
Vision of Love			100.0		100.0
Sweet Twenty	100.0		80.0		83.3
Safari	100.0				100.0
Altra				200.0	100.0
Sweet House	100.0				100.0

Note: N in each cell varies by brand as the denominator for each of these cells is the one they are involved in selling condom.

Annex 2 Table 3.9 Percentage distributions of the outlets by their reported sufficiency status of their condom stock

Reported Stock status	Rural Traditional N=74	Rural Non-Traditional N=50	Urban Traditional N=156	Urban Nontraditional N=153	Total N=433
No	10.8	16.0	12.8	18.3	14.8
All Right	74.3	74.0	75.6	77.1	75.8
More than sufficient	14.9	10.0	11.5	4.6	9.5
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 3.10 Average price of condom brand by types/location of outlets

	Rural traditional			Rural Non-Traditional			Urban Traditional			Urban nontraditional			Total		
Condom brand	Mean	Minimum	Maximum	Mean	Minimum	Maximum	Mean	Minimum	Maximum	Mean	Minimum	Maximum	Mean	Minimum	Maximum
Dhal	0.84	0.83	1.00	0.86	0.83	1.50	0.85	0.83	1.67	0.89	0.83	1.67	0.86	0.83	1.67
Panther	2.03	2.00	4.00	2.02	2.00	2.40	2.00	1.60	3.40	2.15	2.00	5.20	2.04	1.60	5.20
Kamasutra	7.13	2.00	13.33	6.56	3.33	8.33	7.61	2.00	32.00	7.48	3.33	10.00	7.46	2.00	32.00
Durex	5.00	5.00	5.00	0.00	0.00	0.00	8.05	1.67	11.33	0.00	0.00	0.00	7.67	1.67	11.33
Wildcat	7.22	5.00	10.00	10.00	10.00	10.00	7.08	4.67	10.00	8.24	6.00	10.00	7.34	4.67	10.00
Skinless	5.00	5.00	5.00	0.00	0.00	0.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00	5.00
Funtime	8.00	8.00	8.00	0.00	0.00	0.00	3.33	3.33	3.33	0.00	0.00	0.00	5.67	3.33	8.00
Pasupati	0.00	0.00	0.00	1.00	1.00	1.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	1.00	1.00
Cobra	6.42	5.67	6.67	10.00	10.00	10.00	7.59	5.00	10.00	7.08	5.00	10.00	7.35	5.00	10.00
Sajan	3.33	3.33	3.33	6.67	3.33	10.00	8.10	3.33	11.67	4.23	2.67	8.33	5.67	2.67	11.67
Bleach Blande	6.44	6.33	6.67	7.00	6.00	8.00	6.07	5.00	6.67	6.19	4.00	7.00	6.27	4.00	8.00
Romantic	8.87	5.00	20.00	0.00	0.00	0.00	7.77	5.00	10.00	7.11	5.33	10.00	7.94	5.00	20.00
Love me	5.83	5.00	6.67	0.00	0.00	0.00	6.10	1.00	10.00	0.00	0.00	0.00	6.04	1.00	10.00
Love Birds	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.67	8.67	8.67	8.67	8.67	8.67
Honeymoon	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.78	6.67	9.33	7.78	6.67	9.33
Enjoy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.00	6.00	6.00	6.00	6.00	6.00
I Love You	0.00	0.00	0.00	0.00	0.00	0.00	7.33	7.33	7.33	0.00	0.00	0.00	7.33	7.33	7.33
First Love	0.00	0.00	0.00	0.00	0.00	0.00	5.56	3.33	6.67	0.00	0.00	0.00	5.56	3.33	6.67
Vision of Love	0.00	0.00	0.00	0.00	0.00	0.00	7.83	6.00	10.00	6.17	6.00	6.33	7.28	6.00	10.00
Sweet twenty	6.67	6.67	6.67	0.00	0.00	0.00	6.00	5.00	6.67	0.00	0.00	0.00	6.10	5.00	6.67
Safari	3.33	3.33	3.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.33	3.33	3.33
Ultra	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15.00	15.00	15.00	15.00	15.00	15.00
Sweet house	3.33	3.33	3.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.33	3.33	3.33

Annex 2 Table 4.1, 4.2 & 4.3 Percentage distributions of outlets by the status of the visit of sales agents and by type/location of outlets

Sale's agent ever visited	Rural traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Yes	74.3	76.0	82.1	73.2	76.9
No	25.7	24.0	17.9	26.8	23.1
Condom purchase from sales agent					
Yes	72.7	78.9	66.4	86.6	75.7
No	27.3	21.1	33.6	13.4	24.3
Reason for not buying from sales agent					
Enough stock	73.3	75.0	72.1	80.0	74.1
Medical shop near by	13.3		14.0	13.3	12.3
Usually buying from wholesaler			2.3		1.2
They only come for publicity	6.7	12.5	2.3		3.7
Expensive to buy with agents	6.7	12.5	9.3	6.7	8.6

Annex 2 Table 4.4 Distribution of outlets by reported Current Stock of condom brand

Dhal stock	Rural traditional	Rural Non-Traditional	Urban Traditional	Urban nontraditional	Total
1 to 100	34.3	66.7	27.3	63.0	44.5
100 to 500	51.4	23.8	48.7	30.7	40.6
501 thru 1000	5.7	4.8	6.0	.8	4.1
1001 thru 1500	1.4	2.4	3.3	1.6	2.3
1500 & plus	4.3	2.4	8.0	2.4	4.9
Not stated	2.9		6.7	1.6	3.6
Panther stock					
1 to 100	52.2	72.7	38.1	56.5	47.6
100 to 500	37.7	9.1	40.0	27.5	34.6
501 thru 1000	2.9	4.5	7.1		4.4
1001 thru 1500	1.4		1.3	1.4	1.3
1500 & plus	1.4		5.8		3.2
Not stated	4.3	13.6	7.7	14.5	8.9
Kamasutra stock					
1 to 100	58.3	100.0	46.8	78.6	59.6
100 to 500	20.8		36.7	16.7	27.2
501 thru 1000			3.8		2.0
Not stated	20.8		12.7	4.8	11.3
Durex in stock					
1 to 100	100.0	100.0	12.5		30.0
100 to 500			25.0		20.0
Not stated			62.5		50.0
Wildcat in stock					
1 to 100	41.7	100.0	44.1	75.0	47.1
100 to 500	33.3		11.8	25.0	17.6
501 thru 1000			2.9		2.0
Not stated	25.0		41.2		33.3
Skinless condom in stock					
1 to 100	100.0		66.7	75.0	75.0
Not stated			33.3	25.0	25.0
Fun Time condom in stock					
1 to 100			100.0		50.0
100 to 500	100.0				50.0
Pasupati brand in stock					
100 to 500		100.0			100.0
Cobra brand in stock					
1 to 100	100.0		25.0	60.0	50.0
100 to 500				20.0	6.3
501 thru 1000			12.5		6.3
Not stated			62.5	20.0	37.5
Sajan condom in stock					
1 to 100	66.7	100.0	20.0	88.9	66.7
100 to 500			40.0	11.1	16.7
Not stated	33.3		40.0		16.7
Bleach Bland condom in stock					
1 to 100	100.0		20.0	84.6	70.0
Not stated			80.0	15.4	30.0
Romantic condom in stock					
1 to 100	100.0		61.5	66.7	71.4
100 to 500			23.1	33.3	19.0
Not stated			15.4		9.5
Loveme condom in stock					

1 to 100	100.0		40.0		57.1
100 to 500			20.0		14.3
Not stated			40.0		28.6
Love Birds brand condom in stock					
1 to 100				100.0	100.0
Honeymoon condom in stock					
1 to 100				66.7	33.3
Not stated				33.3	66.7
First love condom brand in stock					
1 to 100			50.0		50.0
100 to 500			50.0		50.0
Vision of love condom brand in stock					
1 to 100			66.7		66.7
Not stated			33.3		33.3
Sweet twenty condom in stock					
1 to 100	100.0		40.0		50.0
100 to 500			40.0		33.3
Not stated			20.0		16.7
Safari brand condom in stock					
1 to 100	100.0				100.0
Altra brand condom in stock					
100 to 500				100.0	100.0
Sweet house condom in stock					
100 to 500	100.0				100.0

Annex 2 Table 4.5 Distribution of outlets by quantity of condom bought at a time

Quantity bought at a time	Rural traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
1 to 100	10.8	40.0	7.1	36.6	21.9
100 to 500	59.5	52.0	44.2	50.3	49.9
501 thru 1000	23.0	2.0	18.6	5.2	12.7
1001 thru 1500		4.0	12.8	2.0	5.8
1500 & plus	6.8	2.0	17.3	5.9	9.7
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 4.6: Re-stocking timing of condom by outlets

Restocking timing	Rural traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Each week	10.8	12.0	23.7	18.3	18.2
Fortnightly	20.3	22.0	14.1	19.0	17.8
Each three week	9.5	4.0	9.0	14.4	10.4
Each montrhs	35.1	20.0	32.7	26.1	29.3
Each two months	14.9	24.0	13.5	13.7	15.0
In more than 2 month interval	5.4	16.0	6.4	6.5	7.4
Not stated	4.1	2.0	.6	2.0	1.8
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 4.7 Source of most recent purchase by outlets

Source of most recent purchase	Rural traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Whole seller	86.5	48.0	83.3	37.3	63.5
Retailer		14.0	3.2	11.1	6.7
Sales agent	12.2	34.0	9.6	47.1	26.1
Manufacturer	1.4		2.6	2.6	2.1
Distributor			1.3	1.3	.9
Not stated		4.0		.7	.7
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 4.8 Distribution of outlets by experience of selling condom

Since when selling the brand	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Less than one year	6.8	36.0	9.6	32.0	20.1
1-2 years	16.2	28.0	17.3	28.1	22.2
Three and more years	77.0	36.0	73.1	37.9	57.0
Not stated				2.0	.7
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 4.9 Distribution of outlets by selling same brand condom in different prices

Sale same brand in different price	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Yes	5.4	14.0	5.8	3.3	5.8
No	94.6	86.0	94.2	94.8	93.5
Not stated				2.0	.7
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.1 Distribution of outlets by their reported brands they are selling in different prices

Brand selling in different prices	Rural traditional	Rural Non-Traditional	Urban Traditional	Urban non-traditional	Total
Dhal	0	57.2	11.1	100	40.0
Kamasutra	50	14.3	66.7	20	40.0
Wildcat	25	14.3	11.1	0	12.0
Pasupati Brand	0	14.3	0	0	4.0
Panther	0	28.6	0	40	16.0
Durex	0	14.3	0	0	4.0
Cobra	0	0	11.1	0	4.0
Total	100	100	100	100	100

Annex 2 Table 5.2 Percentage distribution of outlets by number of buyers served per week

Number of customer served	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
1-10	39.2	84.0	26.6	68.5	50.1
11-20	27.0	10.0	31.8	17.4	23.4
21 +	33.8	6.0	41.6	14.1	26.5
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.3 Percentage distribution of outlets by number of condom sold per person

Number of condom sold per person	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
1-5	41.9	24.0	32.5	26.4	31.0
6-10	45.9	62.0	51.3	54.1	52.6
11 and more	12.2	14.0	16.2	19.6	16.4
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.4 Distribution of outlets by selected indicators

Location/types of outlets	Indicators	Average number of customer served per week	Average condom sold per person	Average condom (irrespective of brand) sold per week	Number of condom willing to purchase by customer
Rural traditional (n=74)	Mean	23.08	8.07	87.49	6.08
Rural Non-Traditional (n=50)	Mean	7.82	9.84	41.38	5.60
Urban Traditional (n=156)	Mean	26.06	10.67	191.51	6.65
Urban nontraditional (n=153)	Mean	13.14	9.01	91.48	7.03
Total (n=433)	Mean	18.88	9.54	121.05	6.56

Note: The average number of condom sold per week is not consistent with the average number of customers served and average number of condom bought by them. It could be because the outlet might have inaccurately reported their recall of the person served and the number of condom sold per person.

Annex 2 Table 5.5 Percentage distribution of outlets by female buyers

Status of Female served	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Outlets reporting no female buyers	67.6	76.0	48.1	79.7	65.8
Outlets reporting visit of female buyers	32.4	24.0	51.3	18.3	33.3
Not stated			.6	2.0	.9
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.6 Percentage distribution of outlets by number of female buyers among last 20 customer

Female among last 20 customer	Rural Traditional N=24	Rural Non Traditional N=12	Urban Traditional N=80	Urban Non Traditional N=28	Total N=144
1	24.8	66.7	52.5	42.4	47.3
2	24.8	33.3	22.5	39.1	27.1
3	29.1	0.0	15.0	7.1	14.5
4	12.6	0.0	5.1	3.8	5.4
5	4.3	0.0	3.7	3.8	3.6
8	0.0	0.0	0.0	3.8	0.6
9	4.3	0.0	1.2	0.0	1.5
Total	100.0	100.0	100.0	100.0	100.0
Average female buyers per last 20 buyers	2.7	1.3	1.9	2.1	2.0

Annex 2 Table 5.7 Percentage distribution of Outlets Usually Selling Various Brands of Condoms

Brand name	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Dhal	95.9	86.0	91.0	80.4	87.5
Panther	93.2	42.0	96.8	44.4	71.4
Kamasutra	29.7	12.0	45.5	26.8	32.3
Durex	2.7	2.0	6.4	2.6	3.9
Wild Cat	13.5	2.0	21.2	2.6	11.1
Just condom no brand	4.1		8.3	.7	3.9
Skinless	2.7	2.0	.6	.7	1.2
Fun time	1.4		.6		.5
Pasupasti brand	4.1		3.8	1.3	2.5
Cobra	5.4	2.0	3.2	2.6	3.2
Sajan				.7	.2
Bleach Bland	2.7	6.0	3.2	4.6	3.9
Romantic	1.4		.6	.7	.7
Vagina	1.4		1.3	2.0	1.4
Love me	2.7		4.5	1.3	2.5
Love bird			.6	.7	.5
Honeymoon News			.6		.2
Other brands	1.4	4.0	1.9	10.5	5.1

Annex 2 Table 5.8 Percentage distribution of outlets reporting running out of stock of condom in a year

stock situation in a year	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Once	9.5	16.0	9.6	9.8	10.4
Twice	5.4	16.0	13.5	13.7	12.5
Three time	6.8	10.0	8.3	15.0	10.6
Never	78.4	58.0	68.6	58.8	65.6
Not stated				2.6	.9
	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.9 Restocking mechanism of the outlets

What will you do when run out stock	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Buy from wholesaler	87.8	56.0	87.2	41.2	67.4
Buy from Retailer		12.0	1.3	12.4	6.2
Buy from sales rep	12.2	28.0	9.0	41.2	23.1
Buy from manufacturer			1.3	2.6	1.4
Buy from distributor			1.3		.5
Not stated		4.0		2.6	1.4
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.10 Sales representative's most recent visit

Sales representative's most recent visit	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
One month ago	29.7	46.0	35.9	49.0	40.6
2-5 months ago	31.1	28.0	29.5	22.2	27.0
6-11 months ago	4.1	2.0	6.4	.7	3.5
More than one year ago	5.4	4.0	3.8	.7	3.0
Has not visited till date	25.7	20.0	19.2	22.2	21.5
Not stated	4.1		5.1	5.2	4.4
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.11 Reported to have seen the demonstration of proper use of condom

Seen a demonstration of way to use condom	Rural Traditional N=75	Rural Non Traditional N=93	Urban Traditional N=160	Urban Non Traditional N=229	Total N=557
Yes	56.0	18.3	36.3	10.9	25.5
No	44.0	81.7	63.8	89.1	74.5
Total	100	100	100	100	100

Note: This information is examined for those who reported to have ever sold condom rather than to only those who are currently selling condom

Annex 2 Table 5.12 Reported source of demonstration

Source	Rural Traditional N=42	Rural Non Traditional N=17	Urban Traditional N=58	Urban Non Traditional N=25	Total N=142
Friends	4.8	5.9	3.4	8.0	4.9
Exhibition	7.1	23.5	15.5	8.0	12.7
Training	21.4		12.1	8.0	12.7
Advertisement	26.2	17.6	24.1	40.0	26.8
Health institution		5.9	3.4	8.0	3.5
CRS	11.9	5.9	19.0	4.0	12.7
Health centers	9.5	5.9	13.8		9.2
SMD Nepal	2.4	5.9	1.7		2.1
Drama	4.8		1.7	4.0	2.8
Not stated	11.9	29.4	5.2	20.0	12.7
	100.0	100.0	100.0	100.0	100.0

The response in this table is of only those who reported "yes" in table 5.13

Annex 2 Table 5.13 Outlets reporting to have seen HIV/AIDS/STD message on condom packet

Ever seen condom packet written HIV/AIDS/STD	Rural Traditional N=75	Rural Non Traditional N=93	Urban Traditional N=160	Urban Non Traditional N=229	Total N=557
Yes	34.7	12.9	31.9	11.4	20.6
No	65.3	87.1	68.1	88.6	79.4
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.14 Outlets reporting to have given any written information on HIV/AIDS or condom use

Given written information on HIV/AIDS/STD	Rural Traditional N=75	Rural Non Traditional N=93	Urban Traditional N=160	Urban Non Traditional N=229	Total N=557
Yes	32.0	6.5	26.3	8.7	16.5
No	68.0	93.5	73.8	91.3	83.5
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.15 Outlets reporting their source of written information they received on HIV/AIDS or condom use

Source of information	Rural Traditional N=24	Rural Non Traditional N=6	Urban Traditional N=42	Urban Non Traditional N=20	Total N=92
Sales agent/red-cross	4.2	16.7	14.3	5.0	9.8
Instruction sheet	8.3		9.5	10.0	8.7
CRS/FPAN advertisement	16.7	33.3	31.0	5.0	21.7
Health workers/training/seminars	41.7		16.7	25.0	23.9
HIV/AIDS advocacy/education		16.7	7.1	15.0	7.6
Vision 2000				15.0	3.3
Market display	4.2		2.4		2.2
NGOs/INGOs/DOHs	12.5		4.8	20.0	9.8
Street drama				5.0	1.1
Not stated	12.5	33.3	14.3		12.0
Total	100.0	100.0	100.0	100.0	100.0

Note: Not applicable cases excluded

Annex 2 Table 5.16 Outlets reported to have seen unpacked condoms

Seen unpacked condom	Rural Traditional N=75	Rural Non Traditional N=93	Urban Traditional N=160	Urban Non Traditional N=229	Total N=557
Yes	56.0	31.2	55.0	29.7	40.8
No	44.0	68.8	45.0	70.3	59.2
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.17 Distribution of outlets reporting to have explained customer of proper use condom

Ever explained customer of how to use condom	Rural Traditional N=42	Rural Non Traditional N=29	Urban Traditional N=88	Urban Non Traditional N=68	Total N=227
Yes	47.6	13.8	48.9	22.1	36.1
No	52.4	86.2	51.1	77.9	63.9
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.18 Distribution of outlets who reporting reason for not explaining the proper use of Condom to customers

Reasons	Rural Traditional N=22	Rural Non Traditional N=25	Urban Traditional N=45	Urban Non Traditional N=53	Total N=145
Advertisement	68.2	56.0	60.0	43.4	54.5
Customers not interested	27.3	32.0	33.3	41.5	35.2
Customers felt shy	4.5		2.2		1.4
Not stated		12.0	4.4	15.1	9.0
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 5.19 Distribution of the outlets by status of the display of the promotional materials

Promotional materials	Rural Traditional N=75	Rural Non Traditional N=93	Urban Traditional N=160	Urban Non Traditional N=229	Total N=557
Sticker	33.3	9.7	35.6	7.4	19.4
Poster	20.0	5.4	23.8	9.6	14.4
Calendar	18.7	11.8	26.3	15.7	18.5
Condom display	28.0	5.4	24.4	10.5	16.0
Other promotional materials	10.7	6.5	10.6	3.9	7.2
Displayed condom on visible location	80.0	38.7	80.0	42.8	57.8
Wall painting	10.7	2.2	15.6	3.1	7.5
Pop sign	17.3	5.4	21.3	4.8	11.3
Dangler	9.3	5.4	13.1	.9	6.3
Glow sign	2.7	1.1	2.5	.4	1.4
Steamer	5.3	8.6	8.1	1.3	5.0

Annex 2 Table 6.1 Distribution of outlets by their reported brand of condom being highly sold

Brand highly sold	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Dhaal	100.0	96.0	98.7	96.7	97.9
Panther	77.0	34.0	84.0	38.6	61.0
Kamsutra	14.9	10.0	32.7	22.2	23.3
Durex			3.2		1.2
Wild Cat	4.1	2.0	7.1	2.0	4.2
Brand not mentioned		2.0			.2
skinless	1.4		3.2	.7	1.6
Fun Time			.6		.2
Pasupati Brand		2.0			.2
Cobra			1.9	2.0	1.4
Sajan	4.1	2.0	2.6	3.3	3.0
Bleach Blande -lNjh_	1.4	2.0	1.3	3.3	2.1
Romantic	2.7		2.6	2.0	2.1
Love me	1.4		1.9		.9
Love Birds				.7	.2
Honeymoon news				2.0	.7
Enjoy				.7	.2
First Love			.6		.2
Sweet Twenty			1.3		.5
Altra				.7	.2

Annex 2 Table 6.2 Distribution of outlets by their reported reason for selling condom

(Multi response)

Reason for selling condom	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Cheap and accessible	75.3	57.1	65.4	52.3	61.6
Sufficient advertisement	27.4	32.7	39.1	39.6	36.5
Reliable	24.7	10.2	11.5	11.4	13.6
To protect from HIV aids		4.1	.6		.7
Attractive picture			3.2	2.0	1.9
Only dhal and panther are available	1.4	2.0	2.6	6.7	3.7
Salesmen motivated	1.4	6.1		2.7	1.9

Annex 2 Table 6.3 Distribution of outlets by their reported reason for selling particular brand

Category label	Rural Traditional N=74	Rural Non Traditional N=50	Urban Traditional N=156	Urban Non Traditional N=153	Total N=433
Good profit	24.3	18.4	28.2	20.8	23.8
Like to sell variety	13.5		14.7	8.1	10.5
Sales men told	6.8	10.2	9.0	24.8	14.3
For the benefit of people	36.5	34.7	34.0	24.2	31.1
due to customer demand	86.5	73.5	84.6	75.2	80.4
Due to advertisement	16.2	8.2	14.1	14.8	14.0
Only Dhal and Panther are available	4.1	4.1	1.9	.7	2.1
Cheap	4.1	2.0	5.1	6.0	4.9

Annex 2 Table 6.4 Distribution of the outlets by its category and the reported reasons for not selling condom

(Multi response)

Reasons	Rural Traditional N=6	Rural Non-Traditional N=586	Urban Traditional N=5	Urban Non-traditional N=1350	Total N=1947
Do not like condom		4.3		3.3	3.5
Do not know condom		6.1		5.9	5.9
No demand	33.3	66.6	20.0	66.7	66.5
No profit		2.2		2.3	2.3
New shop		4.4		5.0	4.8
Religious		2.0		1.6	1.7
Lack of capital		2.6	20.0	1.9	2.2
Family objection		4.4		2.7	3.2
Condom freely available	16.7	6.1	20.0	2.2	3.5
Condom price is lower so thought the quality also low		.2		.1	.2
Shyness	33.3	26.3		19.9	21.8
Female shopkeeper in the shop		13.0		12.4	12.5
Presence of other customer		4.3		6.1	5.5
Presence of children in the shop		.5		.1	.2
Social restraints		.2		.1	.1
Shop not related		5.8		8.5	7.7
Total (n)					

Annex 2 Table 6.5 Distribution of the outlets by their reported reason for disliking condom reported by those who reported to dislike condom

Reason for disliking condom	Rural Non-Traditional N=33	Urban non-traditional N=75	Total 108
Childs are around in the shop	72.0	72.7	72.5
Due to shyness	8.0	15.9	13.0
Not stated	20.0	11.4	14.5
Total	100.0	100.0	100.0

Note: response is based on those who reported to dislike condom in table 6.4.

Annex 2 Table 6.6 Distribution of the outlets by whether they are willing to sell condom in future

Willing to sell condom	Rural Traditional N=6	Rural Non-Traditional N=586	Urban Traditional N=5	Urban Nontraditional N=1350	Total N=1947
Yes	16.7	61.3	20.0	65.9	64.3
No	66.7	38.7	60.0	33.4	35.2
Not stated	16.7		20.0	.7	.6
Total	100.0	100.0	100.0	100.0	100.0

Annex 2 Table 6.7 Distribution of outlets reporting to be willing to sell condom by their choice of brand they reported to like to sell in future and y urban-rural location of the shop.

Wiling to sell condom brand (name) in future	Rural Traditional N=4	Rural Non Traditional N=227	Urban Traditional N=3	Urban Non Traditional N=453	Total N=687
Dhal	100	60.3	100	55.6	57.6
Panther	50	69.6	66.7	80.7	76.8
Kamasutra	25	12.1		12.4	12.3
Durex		0.4		1.1	0.9
Wild cat				0.4	0.3
Skinless				0.2	0.1
Cobra				0.2	0.1
Sajan				0.4	0.3
Romantic				0.7	0.4

The analysis is based on information form those who reported to be wiling to sell condom in future in table 6.6

Annex 2 Table 6.8 Factors the interviewee reported as their basis of decision to sell condom

Basis of decision to sell condom	Rural Traditional N=4	Rural Non Traditional N=227	Urban Traditional N=3	Urban Non Traditional N=453	Total N=687
Quantity of condom		3.1		3.1	3.1
Profit	25.0	38.3		23.8	28.5
Demand	25.0	45.4	66.7	55.4	52.0
Sufficiency of advertisement		.9	33.3	3.3	2.6
Continuous supply		.9		.9	.9
Affordability		1.3		2.6	2.2
Door to door accessibility		.4		.7	.6
Free promotional items provided to outlets		2.2		.4	1.0
Free poster given to shopkeepers				.2	.1
Other not stated	50.0	3.5		3.1	3.5
Did not response		4.0		6.4	5.5
Total	100.0	100.0	100.0	100.0	100.0

The analysis is based on information form those who reported to be wiling to sell condom in future in table 6.6

ANNEX 3 Eco-regional differentials in condom distribution

Annex 3 Table 3.1 Distribution of outlets by knowledge of different condom brand and by eco-region

Brand Name	Ecological region		Total
	Hill	Tarai	
Dhal	97.8	95.5	96.5
Panther	82.1	79.0	80.4
Kamasutra	46.3	37.6	41.5
Durex	10.2	8.6	9.3
Wild Cat	13.4	6.9	9.8
no brand condom	3.5	.8	2.0
Skinless	.3	.2	.2
fun time	.2	.2	.2
Pasupasti brand	2.2	.5	1.3
Cobra	4.2	1.7	2.8
Sajan	.2	.5	.4
Bleach Bland	2.7	1.5	2.0
Romantic	2.2	.9	1.5
Vagina	.8	.2	.5
Love me	.4	.1	.2
Love bird		.5	.3
Honeymoon		.5	.3
Enjoy	.1	.1	.1
Koohinur	.3	.3	.3
I love you	.2	.3	.3
First love	.2	.1	.1
Vision of love	.6		.3
Sweet twenty	.6	.1	.3
Safari	.1		.0
Ultra	.1		.0
Sweet house	.1		.0
Chetak		.1	.0

Annex 3Table 3.2 Distribution of outlets by their reported status of ever sold condom and by eco-region

Ever sold condom			
	Hill	Tarai	
Now selling	14.1	21.5	18.2
Sold before but not now a days	4.7	5.6	5.2
Never sold a condom	81.2	72.8	76.6
Total	100.0	100.0	100.0

Annex 3Table 3.3 Distribution of outlets by duration of involvement of outlets in selling condom by eco-region

Duration involved	Ecological Region		Total
	Hill	Tarai	
Less than one year	21.2	19.5	20.1
1-2 years	20.5	23.0	22.2
Three and more years	58.3	56.4	57.0
Missing case		1.1	.7
Total	100.0	100.0	100.0

Annex3 Table 3.4 Distribution of outlets by female buyers and eco-region

Female buyers	Ecological Region		Total
	Hill	Tarai	
No	64.2	66.7	65.8
Yes	35.8	31.9	33.3
Missing case		1.4	.9
Total	100.0	100.0	100.0

Annex 3Table 3.5 Distribution of outlets reporting to have seen a demonstration of way to use condom and eco-region

Seen a demonstration of way to use condom	Ecological Region		Total
	Hill	Tarai	
Yes	34.4	31.9	32.8
No	65.6	68.1	67.2
Total	100.0	100.0	100.0

Annex 3Table 3.6 Distribution of outlets reporting to have seen Ever seen condom packet written HIV_AIDS_STD and eco-region

Ever seen condom packet written HIV/AIDS/STD	Ecological Region		Total
	Hill	Tarai	
Yes	28.5	25.5	26.6
No	71.5	74.5	73.4
Total	100.0	100.0	100.0

Annex 3Table 3.7 Distribution of outlets reporting to have given written information on HIV_AIDS_STD by eco-region

Given written information	Ecological Region		Total
	Hill	Tarai	
Yes	25.8	18.8	21.2
No	74.2	81.2	78.8
Total	100.0	100.0	100.0

Annex 3Table 3.8 Distribution of outlets by their reported reason for not selling condom by eco-regions

Reason for not selling condom	Ecological Region		Total
	Hill	Tarai	
Do not like condom	3.8	3.3	3.5
Do not know condom	4.1	7.5	5.9
No demand	70.3	63.0	66.5
No profit	2.0	2.5	2.3
New shop	5.0	4.6	4.8
Religious	2.5	1.1	1.7
Lack of capital	2.2	2.1	2.2
Family objection	4.9	1.8	3.2
Condom freely available	3.4	3.6	3.5
Condom price is lower so thought the quality also low	.2	.1	.2
Shyness	25.6	18.4	21.8
Female shopkeeper in the shop	12.9	12.2	12.5
Presence of other customer	7.4	3.8	5.5
Presence of childern in the shop	.2	.2	.2
Social restraints	.1	.1	.1
Shop not related	5.7	9.4	7.7