UNIVERSITY OF NAIROBI

SCHOOL OF ECONOMICS

UNDERGRADUATE RESEARCH PROJECT
Demand for Contraceptives in Kenya

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Abstract

The study is to determine the effects of demand creation on contraceptive uptake in Kenya. Demand creation has been shown through various empirical studies as a determinant for demand in general. This paper proposes to answer whether demand creation is also an important factor in determining the demand for health care among consumers. The study specifically looks at the effects of demand creation on contraceptives uptake in Kenya as a form of primary preventative health care. We narrowed down on the uptake of condoms as a form of contraception in the Kenyan population. Contraceptive demand as has been shown through health surveys is mainly determined by social economic factors such as income, education (level of education among women is seen as a determinant in the use of contraceptives). We also determined exposure to messages on contraceptives such as through media; do they have any degree of influence on the demand for this type of preventative health care? We used the Kenya Demographic and Health Survey (2008 KDHS) carried out by Central Bureau of Statistics in partnership with the Ministry of Health and the National Council for Population and Development. Main focus was the adoption of condoms among Kenyan women. The survey shows that only one in four women has not been exposed to a condom message through the media. The results of this study showed that demand creation has the greatest effect on highly educated women in Kenya and the effect of income on contraceptive uptake as insignificant.