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CHAPTER 1

a. INTRODUCTION

AIDS - Acquired Immuno Deficiency Syndrome, which is caused by the virus named as Human Immunodeficiency Virus (HIV), attacks the white blood cells in the blood by which deranges the defense mechanism of the body. This disease has infected several parts of the world. The disease has been first found in the late eighties in India amongst the 'High Risk Groups'. The major problem of this disease is that there is no cure at present nor vaccine is available to prevent it, which ultimately results in death.

This subject was selected so as to have a proper statistics of the society as far as awareness and possibility^{le} of shift in attitude are concerned.

The study was also pursued to know the measures and efforts taken by the government at different levels, viz. central, state and district level, etc. and to have knowledge of efforts at international level, by other countries and worldwide organizations like World Health organization (WHO).

* This study is having social aspects as long term social interest is concerned. In recent years a new concept has emerged so called 'Social Marketing'. Among the proposals are 'the human concept', 'the intelligent consumption concepts' and the ecological imperative concept. As per the definition by Philip Kotler, 'The social marketing concept is a management orientation that

holds the key tasks of the organization is to determine the needs and wants of target markets and to adapt the organization to delivering the desired satisfactions more effectively and efficiently than its competitors in a way that preserves or enhances the consumers' and society's well being.'

* Weinberg and Lovelock have identified four major characteristics of the nonbusiness sector that call for special attention in seeking to apply marketing principles which are as follows :

1. Multiple publics,
2. Multiple objectives,
3. Services rather than physical goods,
4. Public scrutiny and nonmarket pressures.

Here, multiple objectives are given prime importance . Nonbusiness organizations tend to pursue simultaneously several objectives rather than pursuing only profit. Business organization have multiple objectives, but these tend to be dominated by the drive for profits.

The term social marketing was first introduced in 1971 to describe the use of marketing principles and techniques to advance a social cause, idea or practice. **Social marketing is the design, implementation, and the control of programmes seeking to increase the acceptability of a social idea, cause or practice in a target group.** It utilizes market segmentation, consumer research ,concept development, communications, facilitation, incentives and exchange theory to maximize target group response.

Other names for social marketing are social cause marketing or idea marketing. Examples of social marketing would include public health campaigns to reduce smoking, alcoholism, drug abuse and overeating; environmental campaigns to promote wilderness protection, clean air and resource conservation ; and a myriad of other campaigns, such as family planning, women's rights, and racial equality.

Social marketing, in contrast to ordinary business marketing, is more a change technology than a response technology. For example, an anticigarette smoking group is attempting to get people to stop doing something they want to do. The social marketers tries to understand why smokers smoke, what pleasures they get, and what difficulties that have in trying to stop smoking. All of this is important in trying to formulate an effective marketing plan that will encourage people to give up smoking.

CHAPTER I :

-:OBJECTIVES:-

1. To study the degree of awareness amongst various demographic groups. Besides an attempt was made to study the shift in the attitude amongst various demographic groups, such as age, sex, occupation, income, education, etc;
2. Suggestions will be made in order to make a overall programme of AIDS prevention more effective.

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HYPOTHESIS

NULL HYPOTHESIS ;

There does not exist a strong relationship between different demographic groups such as age, sex, marital status, education, occupation, income, and degree of awareness.

Similarly, there does not exist a strong relationship between age, sex, marital status, education, occupation, income, and degree of shift in attitude.

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METHODOLOGY

To work on this project the sampling survey was necessary for which we prepared a questionnaire which was in simple form showing different demographic groups such as name, address, sex, age, marital status, annual income, occupation, education. This was done so as to reach different sectors/levels of the society. This was included in the first part of questionnaire.

Second part of questionair was having seven questions to get the information regarding the awareness of the people as far as AIDS disease is concerned.

Third part of questionair consists of assessment regarding the information of shift in attitude.

Thus the primary data of about 400 cases was prepared.

After collecting the primary data the demographic tabulation of the responses of the respondents on the basis of different groups was done. By doing this we could analyze the data analysis.

Once we had the data analysis we could draw certain conclusions and give suggestions.

The sample form of the questionair is attached here with.

The methodology regarding prevention and control of the AIDS disease under taken by central as well as state government and non government organization is discussed in the next chapter.

*** 1.Demographic factors,2.Total sample size,3.Deliberate manipulation was made to sufficient amount of each of demographic factor.4. Questionnaire was prepared - divided in three parts:

Highlight each part. 4. Information generated for the survey was tabulated on the basis of different demographic factors as a function of degree of awareness & shift in possible attitude in order to make us arrive at reasonable observations, conclusions & suggestions.

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LIMITATIONS

The researcher not able to interview of the AIDS positive patients as government rules and regulations does not permit to disclose the names of such persons . Hence, the sample survey does not include interviews of the AIDS positive patients.