The challenge of marketing water filters in Uganda
Abstract

**Title:**
The challenge of marketing water filters in Uganda

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**Key words:**
Water filter, low income household, marketing mix, culture, cultural change

**Background:**
According to World Health Organization more than 1 billion still do not have access to clean drinking water and 1.8 million children die each year from diarrhea related to unsafe water. Uganda has been selected as the only country in Africa to pilot a project that provides cheap and safe drinking water to rural areas in Uganda. Applied Technology Uganda (ATU) is carrying out the project promoting the sale of water filter through the private sector in attempt to disseminate it as a point of use option. However, despite the filter being promoted and presented on the market since 2008, the target consumers are still not buying it.

**Purpose:**
The purpose of this research is to assess why sales of the water filter (CrystalPur) is stagnant. The authors will investigate the viability of the approach used to market CrystalPur with help of the marketing mix after which necessary adjustments best fitted for the Ugandan market will be suggested.

**Method:**
This research takes a qualitative approach. Data collection method used was both interviews and documentation. Telephone interviews were conducted with the management of ATU, schools and health centers that have received the filter as a donation. The secondary data used were articles, related studies and books. Since it is a research based on a qualitative approach, the theories and the findings is synthesized to make implication regarding the study.

**Conclusions:**
The investigation has shown that the target customers are not buying the filter because they doubt its functionality of providing safe water which has thus hindered its acceptance rate. Boiling water is the accepted method which thus makes filtering disadvantaged. Also the filters performance does not meet the expectation of the respondents due its fragility and slow flow rate. The price of the filter was shown to be very expensive and unaffordable by the target group. The channels used to create awareness are not effective due to the low literacy rate affecting the level of understanding. Lastly, the underdeveloped distribution channels have not enabled easy accessibility of the product.
Abstrakt

Titel: Utmaningen i att marknadsföra vattenfilter i Uganda

Författare: Alisa Bektesevic och Grace Oloya

Handledare: Tobias Eltebrandt

Datum: Mars, 2010

Nyckelord: Vattenfilter, låginkomstshushåll, produkt, pris, plats, påverkan, kultur, kulturförändring

Bakgrund: Enligt World Health Organization har fortfarande mer än 1 miljard människor inte tillgång till rent dricksvatten, vilket leder till att 1,8 miljoner barn dör varje år av diarré på grund av orent vatten. Uganda har valts, som det enda landet i Afrika, till att genomföra ett projekt som ska tillhandahålla billigt och rent dricksvatten till fattiga områden i Uganda. Applied Technology Uganda (ATU) genomför projektet för att öka försäljningen av vattenfilter via den privata sektorn i syfte att främja användandet. Även fast filtret har marknadsförts och funnits på marknaden sedan 2008, är försäljningssiffrorna fortfarande låga.

Syfte: Syftet med denna uppsats är att ta reda på varför försäljningen av vattenfiltret (CrystalPur) är oförändrad. Författarna kommer att undersöka hur genomförbar metoden som idag används är för att marknadsföra CrystalPur med hjälp av de 4P:na, varefter nödvändiga justeringar bäst anpassade för Ugandas marknad kommer att föreslås.


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1. Introduction

With this chapter the authors will present the introduction to the topic of the thesis which deals with water contamination and various factors surrounding it. The marketing mix is introduced in the problem discussion and difficulties it might encounter. The reader will also be provided with the strategic question which forms the basis for the purpose of the research.

1.1 Background

Nations and individuals around the world face a wide range of water problems. One of the problems is lack of clean water. The incidence is most profound in developing countries due to poor sanitation thus having serious consequences for health and well-being of individuals (Access to water in developing countries, 2002, p. 1). The impact of inadequate water and sanitation services falls primarily on the poor. Badly served by the formal sector, the poor make their own, often inadequate, arrangements to meet basic survival needs (Bosch et. al, n.d, p. 373). Building adequate water infrastructure in urban centers and distribution to rural communities is necessary (Hecht, 2004, p. 3) but this however is not being met due to inappropriate technologies; ineffective systems of operation and maintenance; and the failure to involve local residents in the decision making process (Water and Sustainability, n.d).

One of the United Nations Millennium Development Goals is to “halve by 2015, the proportion of people without sustainable access to safe drinking water,” but this cannot be achieved simply through conventional means, because the costs are too high and the problem too large. According to World Health Organization, more than one billion still do not have access to clean drinking water and 1.8 million children die each year from diarrhea related to unsafe water (Water and Sustainability, n.d). Relying on unprotected sources of water that is contaminated leads to health problems that lessen productivity, increase debt, and cause death. There are a number of methods used to improve the quality of water, one of them being water filter. The use of water filter offers a promising solution to tackle the problem of point-of-use water treatment. The approach to be used to market the “proposition of promoting health” will determine the effectiveness of how the problem can be minimized.

The issue of water borne diseases and the effects on household is a challenge that society has to battle with. Uganda, for instance, has been selected as the only country in Africa to pilot a project that provides cheap and pure drinking water to rural areas, schools and clinics in rural Uganda (Jaramog, 2009). A survey that was conducted in Uganda showed that unsafe water was the cause of the rampant outbreaks of cholera in the slum areas. Applied Technology Uganda (ATU) is carrying out a project promoting the sale of water filters through the private sector in attempt to disseminate water filters as a point of use option. There are few low-cost solutions to improve the quality of water taken from surface sources for either rural or poor urban households and people are forced to drink unclean water. This on other hand would offer affordable household level solution to safe drinking water in areas where high quality piped water is not available.
Governments in developing countries are aware of the health implications to the population of not being able to get safe water. However the public sector is not capable to provide sustainable solutions. There is a growing appreciation amongst policymakers and researchers of the potential role of the private sector in expanding the use of key public health interventions (Kikumbih, et al., 2004, p. 369). There is increasing interest in identifying effective and cost-effective ways to use public funds to help translate private sector activity into public health impact in rural areas. The effort to offer water filter in the private sector is such attempt to provide a product at retail level that helps to prevent diseases. ATU is collaborating with schools, health centers and local communities to create awareness through hygiene education and demonstrations (workshops). However, despite the work done so far, not sufficient progress has been made by the program as envisioned.

1.2 Problem discussion
Boiling water is the most common method of water preparation (89%) of households, only 4% use chemicals while no household was using a filter (Baseline report, n.d, p. 8-9). The awareness regarding water filter is low compared to the other water preparation methods which leaves it at a disadvantage. The low level of awareness of the water filter together with no usage by household according to Baseline report motivated the authors to assess why this is so. From a marketers’ perspective it may be worthwhile to consider how the offering is being marketed. Since the water filter is being promoted through the private sector the concept of the marketing mix can enable understanding of the how the product is being marketed.

One may assume that the marketing mix (product, price, place, promotion) is not correctly tailored to the market. Through the marketing mix it allows the assessment of how the offering is performing in the market. The issue of adaptation argued by Ross and McTavish, who highlights that the view of marketing concepts which is a western product is liable to run into problem in developing countries unless proper modifications are made to suit their particular environment (Kindra, 1987, p. 158). Additionally, culture also plays a vital role when wanting to sell a product to another country. Every individual’s activities are directed by his or her own culture. Cultural values influence the behaviors of most individuals in consumption situations. Therefore it is very important for marketers to understand and know people’s culture since it provides approved specific goal objectives for any generalized human want (Ekerete, 2001, p. 94-95).

The primary source of drinking water for households in towns, cities and many villages is surface water. Relying on untreated sources of contaminated water leads to major health issues. In order to offer prevention measures, this becomes an opportunity for producers/marketers who have an offering that is a solution to this problem. Entailed in offering the solution it is important to observe that the offering has to fulfill certain criteria. Thus having the right product with the right features whereby it functions well and is appealing to the customers are important factors if it is to make it on the market. Several different varieties of ceramic based water filters that prevent water born diseases have existed on the market over the past years. Comparing CrystalPur to other water filters on the
market its flow rate gives triple the amount of water per hour and its durability is twice higher.

Customers usually want to get value for the product they purchase. Setting the right price is important as it signals affordability and value for the customer. According to the Baseline report, CrystalPur not only saves time but it also saves the customer money. The purchase of one filter can provide household water for a whole year. This in turn drastically reduces the households yearly cost on preparing water.

The water filters CrystalPur are sold in some small supermarkets in Kampala, Uganda’s capital, since it is the densest potential market in terms of population. Selling a product at the right place at the right time is an important factor of the marketing mix. Distribution is all about getting the product to the target customer. It is important that the customer knows where to find the product and that it is easily available for them (Kotler & Keller, 2006, p. 26). Choosing the best mix for the distribution and service channels poses a challenge to a company as it will determine the effectiveness how physical goods or services can reach the end users.

Promoting the product correctly you want to sell enables a company to get people to understand what the product being sold is all about, what the customers can use it for and why they should buy it and want it (Ehmke, Fulton & Lusk, n.d, p. 4). Here it is important to get the customers attention and educed the response a company desires, either to buy the product or just to form an opinion. ATU has promoted the product via different communication channels in order to create awareness. However, even though the filters have been promoted and been on the market for a while, people end up still not buying them. Having pointed out the importance of a why and how an offering needs to be communicated rightly to influence consumers, it brings us to what the study is about.

### 1.3 Strategic question
What can be done to adjust the offering of the water filter so as to increase sales?

### 1.4 Research question
The purpose of this research is to assess why sales of the water filter (CrystalPur) is stagnant. The authors are going to investigate the viability of the approach used to market CrystalPur with help of the marketing mix after which necessary adjustments best fitted for the Ugandan market will be given.

### 1.5 Target audience
This dissertation is mainly written for ATU. It will provide them an insight of the activities performed by them in Uganda. This in turn can provide them with valuable information that could be considered suitable in their decision making regarding the adjustments of the marketing mix. What needs to be done surrounding the marketing mix and if adjustments are needed on the Ugandan market or not, will be provided in this paper. Insights derived from the study can be informative and used to form opinion and make decisions related to this
area. Since this is marketing that concerns a developing country (Uganda) it adds to the body of literature available in this area which is not so extensive. However, the paper could provide academic information and insights to managers facing similar challenges when marketing a product in developing countries.

1.6 Delimitation
Though there are factors that impact on marketing performance like competition, political, economic and social, the study focuses on the controllable (marketing mix) of the marketing tasks. The authors choose to take this focus so as to examine the specific problem studied rather than a wider scope. Further more time constrains also means choosing a design that ensures completion in a timely way. The investigation is rendered manageable by limiting the study to the marketing mix since the investigation cannot be carried out extensively and under a long period. The authors are also of the opinion that it is efficient to focus on the 4 Ps to answer the research question.

1.7 Reference system
The reference system used in this paper is the American Psychological Association (APA) system which is a policy of the institute (School of Sustainable Development of Society and Technology) as well as a system that is commonly used for business and management studies. Using the Harvard system means work is cited in-text where the surname of the authors are given first followed by the year of publication of the information and the page number (if the information can be located on a particular page) for example; (Burns, 2001, p. 15). Lastly, an alphabetical list of works referred to is given at the close of the text, which includes full details of all the in-text citations and its publication (Fisher, 2004, p. 268-9).
2. Method

This chapter is dedicated to giving an account of the methodology used in the thesis. The authors begin by giving a description of the choice of topic followed by the research approach and research strategy and finally choice of data which forms part of the basis for information gathering; primary data and secondary data is presented.

2.1 Choice of Topic and Research Area

The inspiration for doing this thesis was academic as well as personal contact. The personal contact aided in providing the setting for the research. Having personal contact with Rita Laker-Ojok, who is a coordinator of many projects in Uganda, gave the authors the opportunity to be involved in one of the projects concerning marketing water filters in central Uganda. The issue with the project was that it was not going as anticipated. The practical problem was that a new innovative idea (the water filter) was being promoted to households in central Uganda to prevent the prevalence of water borne diseases, but the project was not proceeding as desired. Thus the problem presented an interesting issue to study. Since the authors are majoring in marketing, this could be a departing point for the study.

Uganda being in a developing country would provide a different and interesting environment from what the authors are familiar with (developed country). It is worth mentioning that one of the authors originally comes from Uganda which also played a role in the choosing the study. Conducting a literature review highlighted some of the challenges inherent with marketing in developing countries as opposed to developed countries. However the focus maintains academic criteria while keeping in mind the importance of the real life situation. This is done by building a bridge between the researcher and the user. The issues within the research are capable to be linked to theory (Saunders, Lewis & Thornhill, 2009, p. 22)

As stated by Fisher (2004, p. 128-29), conducting an exploratory study does not presume to know what will be discovered but highlight some problems that may be associated with open and semi-structured methods. The topic and area of research is interesting because it may contribute to new ideas. Since the water filter project is facing problems in its implementation phase this provides the study with an issue to focus on and allows easy collaboration with the people involved. Their willingness to cooperate allowed for easy accessibility to the company information which sometimes can be a hinder in the process of conducting a study. For example Rita provided all documents related to the project prior to the decision to do the study. This helped in making an informed decision on what and how to focus the study.

According to Fisher a topic should have both interest and relevance. Not only does the choice of topic fulfill the interest and relevance criteria but, the issues involved are broad enough to sustain the work needed for the project (Fisher, 2004, p. 25-27). The marketing mix model provides a framework to analyze data from a variety of sources e.g. pricing, promotion, distribution etc. To get a deeper understanding of how each marketing element influences marketing outcome one can examine how a product is performing on the market, how pricing
is affecting performance, etc. This in turn leads to initiation of adjustments if the results are not desirable.

2.2 Research approach

In this paper a qualitative approach is used. The purpose implied by the study is not to measure the variables but to seek understanding of them. Through description and interpretation of concepts understanding of the subject is achieved. The emphasis is, understanding from the respondent’s point of view as well as maintaining a holistic perspective (Ghauri & Grønhaug, 2002, p. 86-87). The topic chosen by the authors need to be explored in order to understand the circumstances surrounding it. Through people’s account of the situation a better and deeper understanding can be achieved. A qualitative research approach involves data based on meanings and is expressed through words other than numbers. Moreover, this approach includes collection of results in a non-standardized data, which requires classification into categories. The analysis of data is conducted through the use of conceptualization (Saunders et al. 2003). Issues regarding the performance of a product or service in the market can be looked at from many different angles for example market forces, completion etc, but the authors choose to employ the marketing mix since it provides a structure to investigate and evaluate the situation. In other words conceptualizing and analyzing the data to arrive at the findings.

2.3 Research strategy

In a qualitative research the results cannot be evaluated in numbers. It faces a multiple changing of situations, meanings and actions as well as using holistic analysis. The challenge is to analyze the findings by categorizing or classification of the meanings and situations unlike quantitative research whereby numbers and statistics forms the basis of analysis. The nature of the study chosen and the purpose guides the strategy to be used. How the study is going to be carried out is important because it allows the reader to evaluate the quality of the work. Gaining a deeper understanding regarding for example a new product launch requires investigation to gather data. The research question (purpose) has to be clearly explicit. The background and rationale, research design, dissemination of findings and in each case an example is discussed.

The study conducted takes a deductive approach. This is characterized by testing of theory out of data, whereby the researcher often uses hypothesis based on existing theoretical findings and try to test them (Bryman, 2004, p. 4). Saunders also points out that deductive method use the application of theories and ideas to test data starting with a predetermined theory or conceptual framework. This is done because there is competent knowledge of the subject area. A topic on which there is a wealth of literature from which one can define theoretical framework lends itself to deduction (Saunders et al., 2009, p. 61). This approach is different from the inductive approach where the researcher draws theoretical conclusions from a specific object. In conducting the thesis the authors study a relationship and test the theory out of data using hypotheses based on theoretical findings and compare them to the chosen relationship. Although Bryman (2004) argues that the qualitative approach is not usually related to the generation of theory, it sometimes serves as a background to qualitative research.
Similarly, the key considerations to bear in mind when writing up a qualitative study are articulated, such as the audience to whom the paper is directed and the format of the study. As researchers the authors are compelled to enter the field and seek information, the interrelationship of concepts and detecting complexities (Ghauri & Grønhaug, 2002, p. 86). A qualitative research allowed the authors to seek views from people’s account both written and through interviews and explain the issues regarding the research topic. The authors’ objective is to seek for people’s account and explanation to enable internalization and understanding of the viewpoint of the “observed respondents.”

According to Thomas most of the traditional approaches to qualitative analysis are associated with technical language “jargon”. Often existing literature on qualitative data analysis are too technical to understand and use (Thomas, 2006, p. 3). Although Bryman (2004, p. 4) argues that the qualitative approach is not usually related to the generation of theory, existing theories sometimes serves as a background to qualitative research. The goal of qualitative research is to discover patterns which emerge after close observation, careful documentation and thoughtful analysis of research topic. This view is shared by grounded theorists who suggest that people’s subjective understanding of their world should be theorized by studying the themes that people use in giving accounts of their lives and world. Researchers look for the themes and categories in the interviews and observations collected during their research (Fisher, 2004, p. 44). This approach is used to provide sufficient collection of data as well as enabling handling of data collected.

An interpretive approach is also used. According to Fisher the interpretive research sees the link between understanding and action as an indirect one. To account for events and explain the relationship between things, it is invaluable to understand a situation so that better judgment is arrived at. This may not necessarily provide the best, choice of action. The interpretivist forms structure out of interpretations (Fisher, 2004, p. 41). To account for events, it is vital to both conduct a literature review and interviews of the subject. This also helps identify key works, theories and concepts that will be valuable for the study. The authors want to investigate and evaluate the approach used to market the water filter in Uganda. Through assessing what has been done and how it was done, gives implications of the viability of the approach. Consequently are things being done so that the giving desired outcome is achieved? If not what needs to be adjusted to achieve what is desired. The data collected is presented as an account to build understanding of the situation being investigated. The indication given by the research would most possibly become the basis for future theoretical generation. Never the less, the approach chosen has to show sensibility such as answering the research question that has been set.

Furthermore Fisher argues that the interpretive research often takes a processual perspective this due to the recognition of the complexity in the subject of research. The link between two variables is the way in which people make the link in their minds, in their subjective processes (Fisher, 2004, p. 49). This view corresponds to the authors study which involves describing the interrelationship between variables where by the complexity of the subject is indicated in the research question. There is no straight forward answer but many aspects have to be explored in order to arrive at what the implication of the study is. Conclusion is made by deduction
since it is based on a qualitative approach. Statements about relationships are arrived at through making inference and drawing conclusion (Fisher, 2004, p. 75).

2.4 Chosen theories

From the vast literatures that exist in marketing it is important to be able to identify what theories a researcher finds relevant to conduct his/her study. This is usually influenced by the topic. The marketing mix is a concept used by marketers, marketing academics and practitioners and has since been viewed as a classical principal. The concept of the marketing mix is one of the basic ideas of marketing (Baulte & Waterscoot, 1992, p. 83). As Borden (1984, p. 7) explains in his work that appeared in the advertising journal, the marketing mix is a like a recipe with several ingredients used by companies to meet their marketing task. Using the symbolism of a recipe is similar to the different elements in marketing that form the marketing task. These elements are essential in understanding the performance of the marketing task. The marketing mix is thus an important instrument in the marketing function and they are variables that marketing managers can control and adjust in order to best satisfy customers in the target market. This is the basic element of marketing, tactical components of a marketing plan, and when launching a new product evaluation of the marketing effort of the company can be assessed. The authors choose the 4 Ps because it is the most appropriate model to use since it provides a framework that can help in gaining insight on what is happening in the market.

The theory chosen (4 Ps) will provide a framework for investigating and possibly understanding why sales of the water filter have not taken off. The authors also used it in structuring the questions for the interview. The marketing mix has its limitations but perhaps because of its simplicity its use remain strong in marketing and management text books that are still organized around it therefore giving it legitimacy. The marketing mix is the company’s communication to the target customer. Therefore by assessing it one can gain understanding of how the company is communicating to its customers. Through assessing a company’s marketing mix one can identify the discrepancies that is hindering the desired results or indications of why a company’s marketing effort is paying off. Since the authors are investigating why a product is no fairing well in its market and what has been done so far the marketing mix provides a suitable framework for this investigation.

Although the marketing mix is the main framework for analysis we also incorporate the cultural aspect in the study so as to capture peoples way of life, believes and principles. The people considered here are the target group and the play an important role since their decision to buy a company’s product or not affect the marketing outcome (e.g. sales results). Therefore since the product is targeted towards a group of people it is important to consider their life style principles and believes which may be interpreted in culture. Integrating culture as a concept in the investigation enables factors that influence people’s perception to be highlighted. Thus improving the level of the analysis.
2.5 Choice of collecting data

Data collection method used was both interviews and documents. According to Fisher (2004, p. 40) research studies that mainly take a qualitative nature are based on interviews and participants observation. Moreover, the study is of exploratory nature which referring to Fisher, interviewing is one of the most commonly used research method in business and organizations. Documents are used in order to seek information that is judged specific in nature (Fisher, 2004, p. 140-141). Considering the strength and weaknesses of the different forms of data collection the authors choose to use interviews and documents. Fisher even points out that interview provide opportunity for questions to be asked and answered in a conversation thus allowing probing of questions. The interviewer has the opportunity to use reflective questions and explore issues until a level of satisfaction has been achieved (Fisher, 2004, p. 144). Additionally, the researcher can ask in-depth questions which are essential for qualitative research. Interpretation and analysis of the result is a product of the interview. Qualitative data collection method was used. People’s words and action represent the data of qualitative investigation and this requires method that allows the researcher to capture language and behavior. The way through which this is achieved is for example; in-depth interview and collection of relevant documents. In order to cover the subject thoroughly, the source of information for this paper is built on both primary data and secondary data. Primary data which forms the main body of findings is material gathered from the interviews. The type of interview used was telephone interview particularly due to the physical distance (Uganda), while the researchers are residing in Sweden and the available resources. As Fisher (2004, p. 142) puts it phone interview is appropriate especially when the question of accessibility is limited.

The “secondary data” the authors used were articles, journals, books and dissertations which provided valuable information for the study background. The secondary data was collected by first reviewing the material relevant for the authors’ subject and then selecting the most appropriate that relates to the research topic. Time was spent going through different works that are related to the topic to form a better opinion. Furthermore, key works, theories or concepts that will be of value in the conduct of the study were identified (Fisher, 2004, p. 69). The list of the books, articles and other literary materials are all provided in the reference list.

2.5.1 The process of collecting primary data

The process of collecting primary data took several steps. Before conducting the six different interviews that were used as primary data, the authors had contact with the executive director via e-mail. This enabled the authors to keep close contact with the executive director where also necessary information was received such as phone numbers to the different interviewees, as well some of the secondary data such as documents and previous market research done which is connected to the project of the water filter. As indicated by Fisher (2004, p. 140) good planning and organizing of the interview is essential. After reading and going thru all the data received the authors set a date for a pre-interview over the phone with the executive director and the project manager since they oversee and handle most of the activities of the project. This was carried out so as to gain a deeper insight into the project and to get an overall view on the situation and the marketing activities that were carried out by company. This was also to enable collecting necessary information that would help in
conducting the final interviews. The pre-interviews were not recorded since the main purpose of the pre-interview was to gain a better insight and understanding of the project, however notes were taken that were used in the thesis. Thereafter structured interviews with focused questions related to the 4 P’s were conducted.

The main focus of the thesis is to investigate why the water filters are not being used therefore the end users that have purchased the filter and the retailers would have provided the appropriate source of information. Interviewing customers would have provided the authors with the participants’ own perception of the product and how they feel and what they think about it. However, the end users were not accessible due to the fact that the company did not have any record of customers that have purchased the water filter. Phone numbers to retailers that carry out the product in their shops where also asked for but were never provided by the company. Their input and point of view would also have been valuable since they know what sells, what does not sell and what is demanded in their shops. In addition, they directly interact with the customers which in turn could have provided the authors with valuable customer information that have purchased the water filters. Also they might have a view on customer’s response who has asked about the filter, why they bought it or not. The only possible phone numbers that the company could provide were numbers for schools and health centers which was used in the interview. These contacts were available because they had received the water filters to be used in their work places. Thus it made them potential source of information since they have tried and used the product. Never the less, the product is targeted for individual household so it would have been optimal to interview customers, but never the less carrying out interview with the schools and health centers which was the option available provided sufficient information.

### 2.5.2 Primary data

There are three methods of collecting primary data; the survey method, the interview method and the observational method. For collection of primary data the authors used interviews and the questions were semi-structured, as mentioned previously. This method was adopted due to lack of face-to-face interview. Semi-structured questions also allow probing of questions which provides clarification, elaboration and detail. This in turn is valuable for qualitative analysis. Fisher (2004, p. 143) also says telephone interview is an efficient method to find out how a number of people respond to specific issues. Even though breadth and depth of exploration of the subject would have been achieved better by face-to-face interview, this was the method that could be used due to costs, time-scale, available resources and accessibility.

Telephone interview offers the ability to gather information quickly and clarify questions that respondents do not understand. It also offers a higher response rate than e-mail questionnaires. The disadvantage though is that they have to be short (Fisher, 2004, p. 142-143). However, in the author’s case the time problem was not a factor to consider since the interviewees were willing to dispose ample of time for the interview. Six interviews were conducted, were each lasted about 30-40 minutes. The sample consisted of the coordinator of the project (Rita Laker-Ojok, the executive director of ATU), the project manager of the water filter project (Mr. Michael Oketcho), three head school teachers and one health official.
(doctor). All six interviews were conducted in December year 2009. Five of the interviewees received questions e-mailed prior to the interview while one did not have access to e-mail. The questions were e-mailed a couple of days prior to the interview so that the interviewee would have the opportunity to prepare by being familiar with the questions before hand.

Semi-structured questions were asked to allow flexibility and some degree of control of the interview. Questions for the company, the schools and the health center where structured differently. This was done by focusing the questions on key issues while leaving room for the interviewer to probe on questions that required clarification. Bryman writes: “The scientist then has a list of relatively specific themes that should be touched, but the interviewee has great freedom in formulating the answers in their own way” (Bryman, 2002, p. 301). The questions for the executive director and the project manager where structured in line with the topic and the subject being investigated (marketing mix) so as to gain information from a more management’s perspective on how the company’s activities are performed. The questions for the head teachers of the schools and the health official doctor were also structured in line with the 4 Ps but the questions where more of the kind that they would provide an insight and information from a customer’s point of view of the product and activities surrounding it (price, place, promotion).

Questions for example asked to management concerning the product where more of what product they are selling, its functionality and suitability to the target market mean while the customers were asked about how they perceive the product to be in terms of function, design, quality, etc. In other words if they think it is a good product that they would buy and recommend to others. Questions regarding pricing management was asked about the objectives of their pricing (e.g. what is the price is, is it the cheapest on the market etc.), where as customers were asked if the price is affordable, can they afford it, and are they willing and able to pay for it. With promotion the management was asked what kind of promotion is being used to reach the consumer and what they expect to achieve with the promotions. Consumers on the other hand were asked questions for example; if they have encountered any promotion by the company and what they think about it. The distribution questions directed to management were for example; where the product is sold and what considerations were made for the choice of location. On the other hand consumers were asked if they knew were to buy the product and what they think about buying this product from this place. Thus by conducting the questions in this manner using the marketing mix enables the intentions of the company to be highlighted and the reactions of the consumer established. There by during data analysis assessment given can indicate if there is a gap in what the company is doing and what the target market expects and want. Furthermore, this was done in order to get different perspectives since what the company thinks and does, sometime is not in accordance with the customers’ needs and wants. Also since the data collected was for qualitative analysis it was important to capture the words and meanings of the respondents.

The interviews were recorded as means of documentation to allow easy use during the process of the research. Permission was obtained from the interviewees to record the interview. This was for ethical reasons. The authors carefully listened to all the six interviews and wrote down everything that was said word by word so no valuable information would be
left out. Doing this also allowed the authors to easier select the most appropriate and necessary information that was in line with the direction of the thesis. Each interview took about 3-4 hours to write down on paper. The process of conducting the interview turned out to be more difficult than expected. As stated by Ghauri & Grønhaug (2002, p. 82), collection of primary data can take longer time than anticipated. Sometimes getting access to respondents can turn out to be difficult. This is partly what the authors confronted in the process of collecting primary data. Some of the interviewees re-scheduled the interview and in other cases it was very difficult to hear what was recorded due to interruptions. Some of the interviews required listening to several times in order to make a correct account of what was being said.

2.5.3 Secondary data
Due to the nature of the research which takes a deductive approach, secondary data forms an important part of the theoretical part. Ghauri & Grønhaug (2002, p. 35), states that research is closely related to findings, selecting, structuring and solving problems. In order to grasp, represent and understand problems, concepts, theories and models are crucial. With this in mind the authors carried out an extensive literature review on the subject and the ones that were relevant for the research and linked to the topic of choice, mainly marketing literature, journals and articles were included as secondary data. There are numerous research and literature that have been conducted in the area of the research. The authors utilized these materials and data in the research. The materials used for secondary data were various literatures linked to the topic of choice, mainly Kotler and Keller’s book “Marketing Management”. Arguments regarding marketing mix are well developed by Kotler. Furthermore articles and books on culture were used. With this in mind the authors carried out an extensive literature review on the subject and the ones that were key issues for the research topic which focuses on the marketing mix were included as secondary data. Additionally, data received from the executive director was also used and was a part of the secondary data.

2.6 How the data was presented and analyzed
The nature of the research provides the direction taken to analyze the data collected. Since it is a research based on a qualitative approach, the theories and the findings was synthesized to make implication regarding the study. A descriptive approach is used to present the data collected because the questions asked are well understood and structured by the authors. Also since the interview is semi structured, the topics and issues to be covered, sample sizes, people to be interviewed and questions to be asked have been determined beforehand (Ghauri & Grønhaug, 2002, p. 101). The data collected from the interviews with the participants provided the empirical data. The data collected from the interviews are presented in themes and categories. Since the interviews were recorded, they were listened to by the authors several times. All that was said by the interviewees was written down as a transcript word for word so the authors could later pick out the most important things that were said and also not miss any valuable information, as mentioned previously.
The transcripts were read several times to identify themes and categories. The process of reading the transcripts was laborious but necessary so as to establish meanings which would fit with the themes and categories. Data was developed into a model of framework which captures key themes and process judged to be important by the authors. This implies that the data was not presented by each question asked followed by the answer. The choice made to analyze data using qualitative approach thus influences the procedure that is used to arrive to the presentation of the findings. The analyzed data is presented in a model of framework which captures the 4 Ps and culture that allows a systematic assessment of the study. For example grouping the data into areas that represent the elements of the marketing mix allows for easier conceptualization of the issue.

2.7 Validity and reliability
Bearing in mind that the research is of qualitative approach, scientifically there are problems that are inherent with this approach. This is because reliability and validity is judged with the view pertaining to natural science. Conversely social science has adopted the view of judging reliability and validity through looking at the methodological stance. For example the questions asked interviews should be non committal to allow a degree of objectivity. The problem arises though that the issue under scrutiny is only partly understood, therefore the prime purpose is to obtain understanding. The choice of approach is highly influenced by the research problem. In order to attain empirical data, data collection has to be carried on and how this is done will provide the reader with opportunity to scrutinize whether the data collected is reliable. The empirical data collected through interviews was to map “reality”. The responses from the interviews were related to the authors’ knowledge base and reasonable explanation were produced. In order to demonstrate validity of the findings, evidence was supplied that includes; report of the questions, responses and inferences made and what supports these inferences. Therefore the credibility of the work can be established. Some of the issues pertaining to reliability especially with the interview conducted concern the participants’ view of the issue. But this was dealt with by probing with questions that would not involve the participant but rather a third party. Techniques like probing during interview helps achieve clarification, elaboration and detail that provide better interpretation for questions being asked.
4. Conceptual framework

In the following chapter the chosen theories for this paper are presented. They are mainly focused on the marketing mix; product, price, place and promotion and lastly the cultural aspect.

4.1 Marketing mix

A marketing tool that is used by firms in order to pursue its marketing objectives is the so called ‘marketing mix’. It consists of four critical elements which are the four P’s of marketing: product, price, place and promotion (see Figure 1). Managers control and use these variables in order to position their business in a way that’s going to satisfy the targeted market.

An effective marketing mix is one that offers a product that solves the customer’s problem that is of low cost to the customer, that effectively communicates the benefits, and that can be purchased with the utmost convenience. This marketing mix view maximizes value for the customer but ignores whether the mix makes economic sense for the company (Baker, 2003, p. 289). The marketing mix is the main way management seeks increase in sales. It does this through developing appealing products, competitive products, competitive prices, and effective promotion and distribution (Baker, 2003, p. 296).

![Figure 1: The marketing mix](Source: Kotler & Keller, 2006, p. 19)
4.1.1 Product
A company’s product is the core element in the marketing mix for the reason that it provides the functional requirements sought by the customers. A product that does not fulfill its function will rapidly be rejected by consumers. A product is anything that is tangible and that is capable of satisfying a customer needs (Jobber, 2003, p. 260). Besides the physical product itself, packaging of the product is an element associated to the product that customers may be attracted to. Changes in the packaging when introducing a product in a developing country such as the trade mark and language might be necessary to change or adapt because they might contain unintended meanings or the customer might not understand what the product is all about (Ghauri & Cateora, 2006, p. 327). Other aspects included in the product decision are appearance, brand name, functionality, services, warranties, quality and features. The products look, function and support make up what the customers is actually buying.

A product can also encounter market resistance meaning when a customer is reluctant to accept a new product. The rate of acceptance can be determined if a product is analyzed by five characteristic of an innovation:

1. Relative advantage – the perceived value of the new product relative to the old
2. Compatibility – its compatibility with acceptable behavior, norms values etc.
3. Complexity – the degree of complexity associated with product use
4. Trialability – the degree of economic and social risk associated with product use
5. Observability – the ease with which the products benefits can be communicated

It is the perception of product characteristics by the customer that is crucial to the evaluation and not the marketer. The cause of resistance can be minimized through skillful marketing. The more a product matches with current cultural values the greater the perceptions of the product can be. A product can be modified physically to enhance its relative advantage over competing products on the market, improve its compatibility with cultural values and minimize its complexity. Product demonstration for example can be used to alter the characteristics of an innovative product and increase its rate of adoption (Ghauri & Cateora, 2006, p. 325-26).

It is important that the product offering meets the needs of the particular market you are targeting. Some products are positioned for price conscious consumers while other products are all about luxury and image. It is vital to know your market and understand what it wants, that’s why customer research is a key element in building an effective marketing mix. The knowledge about your target market and your competitors will in turn allow you to offer a product that will appeal to customers and costly mistakes can thus be avoided (Ehmke et.al, n.d. p. 1).

4.1.1.1 Design, quality and packaging
Design is the factor will often give a company its competitive edge. Design is the totality of features that affect how a product looks and functions in terms of customers requirements. Design becomes important especially when making and marketing retail services, apparel, packaged goods and durable equipment. For a company a well designed product is one that is easy to manufacture and distribute. As for the customer a well designed product is one that
has an appealing look and easy to open, install, use, repair and dispose of (Kotler & Keller, 2006, p. 377-78). Quality is also an important aspect of the product. The quality of a product could be described as its ability to fulfill the customers’ needs and expectation. The customer will be pleased and accept a product and even consider it to be of high quality if it fulfills the customers’ expectation. However, if the customers’ expectations are not fulfilled the customer will consider the product to be of low quality (Product quality, 2006, p. 1). Defining quality as customer satisfaction means the marketer must continually monitor the customers changing requirements as well as competitive offerings and adjust product offering as needed. This because the customer evaluates a company’s product relative to competing products. Companies therefore have to focus more on the customers and their needs (Ghauri & Cateora, 2006, p. 251). Not only does the product being offered to the customer have to have an appealing design and be of a quality that meets their needs it also has to have a well designed package. A well designed package can create convenience and promotional value. The buyer’s first encounter with the product is the actual package. It can either lead to a purchase of the product or it can turn the buyer off. The functional components of packaging must be chosen correctly if it is to satisfy the desires of the consumer. The size, color, text and graphics of the package also need to be taken into considered (Kotler & Keller, 2006, p. 393-94).

4.1.1.2 Brand name
The brand name of a potential product is an important attribute due to the fact that it identifies the goods a company is selling as well differentiates it from the competition. A brand can be a name, term, sign, symbol, design or a logo. By developing a distinctive name, packaging and design a brand is created. A brand also represents a certain level of quality that makes satisfied customers buying the product again (Kotler & Keller, 2006, p. 274-75). Brand must create strong, favorable and unique brand associations with customers. It is important that marketers ensure that customers have the right type of experience with products and their marketing programs in order to create the desired brand knowledge structure for the brand. The power of a brand lies in the minds of existing or potential customers and what they have experienced directly or indirectly about the brand. In other words it is what the customer has seen, heard, read or learned and felt about the brand (Kotler & Keller, 2006, p. 276-77).

4.1.2 Price
Price refers to how much a company charges for a product or a service. It is the only element that actually generates revenues, remaining elements of the marketing mix produce costs (Kotler & Keller, 2006, p. 431). The price of a product can either lead to success or failure. It is therefore important to set the right price. Ultimately the price needs to cover cost, contribute to the company’s image by communicating the perceived value of the product and also counter the competitions offer (Ehmke et.al, n.d. p. 3). First one should consider does the customer perceive the cost of the product to be fair or is it too expensive and does the customer have enough money to buy the product (Farrall & Lindsley, 2008, p. 10). The price of the product must reflect the quality/value the customer perceives in the product (Ghauri & Cateora, 2006, p. 436). Customers are the key factor that can affect the pricing decisions. When the price is high the demand is low. Demand for a product is closely related to how the
customer perceives the various attributes of competitive products. Customers are price sensitive to products that cost a lot. A company needs to understand the price sensitivity of their customers and prospects and the tradeoffs people are willing to make between price and product characteristic. (Kotler & Keller, 2006, p. 407)

When it comes to pricing and customer value most companies seek to set prices on the basis of cost but this can lead to prices that are either too high or too low. What customers are willing to pay depends upon the value to them of the suppliers’ offer; they do not care what it cost to produce. Price justification can at times rely on the ability of the marketing and sales people to convince customers of the economic benefit of the product (Baker, 2003, p. 303-04).

4.1.3 Place

Place refers to the distribution channels you use in order to get your product to the end user. It is important that the product is being distributed efficiently and effectively by the company at the right place and at the right time in order for the company to meet its overall marketing objectives (Marketing Mix: Place, n.d). Products sold by a company need to be made available to the target market in an efficient manner if marketing goals are to be achieved. Distribution is seen to be the biggest constrain to successful marketing (Ghauri & Cateora, 2006, p. 354). Once a company has clarified its objectives and policies the next step is to select a specific intermediary that is needed in order to develop a channel.

There are two types of distribution channels available for a company to choose between; sell directly to the customers or by the use of an intermediary (see Figure 2). Selling directly to the customer allows the company to cut distribution cost however it requires a company to do all the marketing activities (Chopra, n.d, p. 273). Getting access to customers are of the most important motives for selling via an intermediary. Types of intermediaries available for a company to choose between are retailers, wholesalers or agents. Selling thru an intermediary can provide with a wider distribution than selling direct while decreasing pressure of handling your own distribution system (Ehmke et al, n.d. p. 3). Having a middleman i.e. retailer, the producer sells to big retailer store like supermarkets and chain stores. The retailers purchase in large quantities from the producer. The retailer performs certain marketing activities in order to sell the product to the final customer. Selling thru a wholesaler and a retailer is the traditional channel of distribution. This type of distribution channel is more suitable for small producers who product is narrow and that require promotional support of the wholesaler (Chopra, n.d, p. 274).
Companies need to carefully select their members carefully. After a company has chosen a distribution channel, the intermediaries must be trained, motivated and evaluated. It is important that the company understands the needs and wants of the channel members so as to improve their performance. Training programs, market research and other capability building programs should be provided by the company (Kotler & Keller, 2006, p. 483). The more a company is involved with the distribution the more control it possesses. Choosing a channel of distribution must however fit the character of the company and the markets it wishes to operate in (Ghauri & Cateora, 2006, p. 378-80).

It is important that a company decides what market coverage will be used when distributing its products. When choosing a distribution strategy is it vital to select one that has the experience, that is trustworthy and is known by the targeted customers. Intensive distribution is used when low priced- and convenient products such as soft drinks, chocolates etc. are distributed (Ehmke et. al, n.d. p. 4). Here a company wants to achieve a widespread, to be available in as many outlets as possible. Convenience products give better result with intensive distribution. It increases product availability however it may also result in retailers competing aggressively (Kotler & Keller, 2006, p. 480). Selective distribution includes a number of small, narrowed down retail outlets to be chosen to carry a particular product (Ehmke et. al, n.d. p. 4). Also, it is used by established companies and by new companies seeking distributors (Kotler & Keller, 2006, p. 480).

4.1.4 Promotion
Promotion reflects on the selling and the advertising part of marketing. Having a good product at an attractive price is not enough. The product has to be communicated to customers in order to generate sales and profits (Promotion-introduction to the promotional mix, n.d). Promoting a product is how you let your customers know what you are selling. The reason behind promotion is to get people to understand what the product a company is selling is all about, what the customers can use it for and why they should buy it and want it. In other words, make the customers know that your product offering will satisfy their needs. It is important that the promotional efforts have a clear and consistent message targeted to a
specific audience. The purpose is to get the customers attention and educe the response a company desires, either to buy the product or just to form an opinion. Market research efforts should be mainly focused on identifying the individuals that will purchase the products. Few key marketing channels could be used when promoting a message for a specific product. It could consist of advertising, personal selling, sales promotion or public relations (Ehmke et al, n.d, p. 4).

It is of vital importance to make sure that the right message is presented and communicated to the target market in the best way possible. Communications may fail for a variety of reasons. A message may not get through because of media inadequacy, the message may be received by the target audience but not be understood because of different cultural interpretations or the message may reach the intended target market and be understood but have minor effect because the marketer did not correctly assess the needs and wants of the target market. The efectivness of promotional strategy can be jeordized by so many factors that a marketer must be certain no influences are overlooked (Ghauri & Cateora, 2006, p. 406). Promotional mistakes are often made due to the messages not properly and correctly reflecting cultural influence and a general lack of knowledge about the target market. A message that a company is trying to convey about a product should reflect the needs and wants of the target market. Proper feedback on the message being communicated to the public allows a company to correct errors before substantial damage occurs. If a message is to reach the customer it requires thus the marketers to carefully select message channels (Ghauri & Cateora, 2006, p. 407-08).

4.1.4.1 Advertising
Advertising is any paid form of non personal form of communication including media such as radio, television, print, newspaper, billboard posters etc. It is used in order to persuade and to create awareness amongst the targeted market. What you want your communication to say and how you get the message across are the two main aspects of advertising (Promotion-introduction to the promotional mix, n.d). Furthermore low literacy in many countries seriously impedes communication. This in turn demands for more creativity and use of verbal media as a means to reach the target customers. Cultural factors plays a vital role in a society since it determine the way various phenomena are perceived, thus making communication more difficult. Knowledge of cultural diversity must encompass the total advertising project (Ghauri & Cateora, 2006, p. 398).

Television is an expensive tool to use however it is seen as the most powerful advertising medium since it reaches a broad spectrum of consumers. It is seen as effective in the way that it vividly demonstrates products attributes and its benefits. Prints include printed material in newspaper, magazines, flyers etc. allowing a company to provide much detailed product information and explain what, when, where and why people should buy a product. It is very important that the picture, headline, and copy are clearly transmitted and that the picture is strong enough to draw attention and that the headline reinforces the picture and leads to customer reading the copy (Kotler & Keller, 2006, p. 571-72). However, using television as a medium when only a small percentage of an intended market is exposed to TV or using print media when the majority of the target market cannot read are thus ineffective media channel
selection in the communication process (Ghauri & Cateora, 2006, p. 408). Radio ads are relatively inexpensive and its main advantage is its flexibility (Kotler & Keller, 2006, p. 571-72). In many countries radio is particularly important and vital advertising medium when it is the only one reaching large segments of the population (Ghauri & Cateora, 2006, p. 403). When a budget is small or where there are severe production limitations (poor quality printing and a lack of high-grade paper), creativity becomes especially important (Ghauri & Cateora, 2006, p. 399). Word-of-mouth is the most powerful, hardest to control, and the cheapest advertising tool in marketing. Here satisfied customers tell their friends, families and acquaintances about their experience of a product (Ehmke et al, n.d, p. 5).

Although every nation essentially has the same kind of media, problems and differences do encounter from one nation to another. Cost, coverage of the media and availability are some factors that need to be considered. Besides cost being a problem for some advertisers, coverage is one of them as well. Difficulty of reaching certain sector of the population with advertising and lack of information on coverage are two important factors. Lack of adequate coverage by any single media, it is necessary for companies to turn to a multimedia approach. Native populations of developing countries cannot willingly be reached through the medium of advertising (Ghauri & Cateora, 2006, p. 399-401).

4.1.4.2 Personal selling, Sales promotion and Public relations

Personal selling is where one party sells goods directly to a potential buyer. It is a good way of developing customer relationship and obtaining valuable information about the customer or if any market change has occurred. Depending on what product you are selling will also determine the importance of personal selling. Products that are new and technically complex will require more personal selling efforts. The key role of a sales person is to provide the customer with information about a product and how it is used (Personal selling, relationship building and sales management, n.d).

Sale promotion is special offerings designed to encourage purchase (Ehmke et al, n.d, p. 5). Point of purchase display, concerts and fairs are part of sales promotion (Ghauri & Cateora, 2006, p. 404). Educating customers through seminars or reaching them through trade shows are some other programs that could be used. The target audience one is trying to reach might be more receptive to one method than another. Additional sources of promotion may be attending or participating in trade shows, setting up displays at public events (Ehmke et al, n.d, p. 5).

Public relations (PR) usually focus on creating and designing a variety of programs to promote or protect a company’s image or its products (Kotler & Keller, 2006, p. 597). Furthermore, the goal is to enhance a company’s reputation and achieve its full potential. In a competitive business world a company has to bring something extra to the field that makes them stand out from the crowd and appeal to both the public and the media. The public represents the customers buying the product and media is responsible for selling it. Public relations gives the company a helping hand both for the public and the media so they better understand how the company works, what it stands for and how to help customers if they have any problems with the company. PR provides feedback to the company from the public in terms of what
customers like and dislike. PR purpose as mentioned above is to make sure that the company has a good and a positive reputation. It is also designed in a way that the public relation people can solve negative attention and bad situations to the company’s advantage (Crystal, 2010).

4.2 Culture
Culture, religion, values, norms and attitudes vary between nations, and even vary within nations (sub-cultures). Culture could be explained as “collective mental programming which people in a society have”. In other words every individual’s activities and behavior are directed and influenced by his or her own culture. It includes all that we have learned in relation to values and norms, beliefs and religions, rituals and traditions. It is not only a narrow view of mans activates but extend to include all activities which characterize the behavior of particular communities of people: the way they act, the way they talk, look and their general behavior patterns (Ekerete, 2001, p. 95). Therefore the local culture of the country marketers wishes to enter needs to be taken into account (International marketing and culture, n.d). What a marketer is constantly dealing with is the culture of the people (the market). When promotional message is written, symbols recognizable and meaningful to the market (the culture) must be used. When designing a product it must be acceptable to the present society in terms of styles, uses and other related marketing activities if it is to be effective and meaningful. Culture in fact is pervasive in all marketing activities-product, pricing, promotion, channels of distribution. Marketer’s efforts actually become a part of the fabric of culture. The marketer’s efforts are judged in a cultural context for acceptance, resistance or rejection. What determines the degree of success or failure of the marketing effort is actually how much the marketing efforts interact with a culture (Ghauri & Cateora, 2006, p. 76-77). The concept of cultural bound product arises in a number of ways, some related to consumption situation, others to product attributes. This complexity is due to the peculiar qualities intrinsic to the encounter between things and people. A product can be low in culture context or high in culture context based on shopping for it, buying it and or consuming it. The more closely products relate to physical environment the more culture-bound they will be (Usunier & Lee, 2005, p. 127).

Factual knowledge and interpretative knowledge are two kinds of knowledge about culture. Factual knowledge is usually obvious and must be learned. A countries different taste and other traits indigenous to a culture are facts a marketer can anticipate, study and absorb. Interpretative knowledge on the other hand is an ability to understand and to appreciate fully the nuances of different cultural traits and patterns. Such as the attitudes towards other people and certain objects, the understanding of one’s role in the society and the meaning of life can differ considerably from one culture to another and may require more than factual knowledge to be fully appreciated. Understanding the locals, the ones that understand the culture best, is the most effective answer to the culture barriers a marketer faces. It thus gives them an advantage of acquiring a degree of empathy and knowledge of their culture which could thus be incorporated with marketing efforts. However culture empathy must be cultivated carefully. The most important step is to understand that cultures are different. Marketers need to understand how their own culture influences their assumptions about another culture. It is necessary for marketers to investigate the assumptions on which
judgments are based especially when the frames of reference are strictly from his/her own culture (Ghauri & Cateora, 2006, p. 79-82).

4.2.1 Elements of culture
There are several elements of culture that marketers can assess so as to better understand a particular culture in a country (see Figure 3) that will thus be a useful framework in evaluating a marketing plan. Language, education, social organization and values and attitudes are few of them.

![Figure 3: Elements of Culture](Source: Ghauri & Cateora, 2006, p. 83)

4.2.1.1 Language
Language is the most obvious and easily identifiable difference between cultures. Language reflects the nature and values of a particular culture. A country can quite often have several different languages reflecting several different cultures (Distinguishing Cultural Elements In International Marketing, n.d, p. 5). These languages affect consumer’s behavior. In order to make a consumer accept a product language is thus used to promote it. When advertising and promoting a product, language needs to be used properly so as to avoid misunderstandings and translation mistakes (Ekerete, 2001, p. 95). One of the major barriers to effective communication through advertising is language. Another problem marketer’s face is the multiple languages within a country or the advertising area (Ghauri & Cateora, 2006, p. 397). The problem lies in different languages or dialect within one country. A marketer needs to also understand that quiet often there is a difference between spoken and the written language. The importance of understanding the language of a country cannot be overestimated (Ghauri & Cateora, 2006, p. 87).
4.2.1.2 **Education**

An important aspect that influences behavior of people is the literacy rate in each society. It is thus important for marketers to know the role and the level of education in a particular market. This in turn will affect the marketing efforts and techniques used. The level of education in a country and the market a company is targeting will determine which type of advertising and communication will be employed towards the target market (Ghauri & Cateora, 2006, p. 85). For example, advertisers would avoid communications which depend upon written copy in countries with low literacy levels and would rather use radio advertising with an audio message or visual media such as billboards (International marketing and culture, n.d). Additionally, packaging, labels and instructions will need to be adapted if consumers have different levels of literacy. A company that is introducing a new product is also influencing a culture. They need to become educators whereby they have to show how the product is to be used, educate consumers about the uses and the benefits of the product (Distinguishing Cultural Elements In International Marketing, n.d, p. 9).

4.2.1.3 **Social institutions**

Social institutions relates to how a society is organized. The ways people relate to one another. Each institution has an effect on marketing because each influences behavior, value and the overall patterns in life. For example, in a country where close family bonds exist, it would be more effective for marketers to aim promotional campaigns at the family unit rather than the individual family member (Ghauri & Cateora, 2006, p. 84-85). Additionally level influence of class and cast upon a society needs to be taken into account. Sub-cultures are groups within the society which possess distinctive characteristics. It includes cultural grouping on the basis of geographical region, religion and ethnicity. Group influence is instrumental in determining an individual’s buying behavior. There are also groups to which we aspire to belong to or at least indentify with. A reference groups could also be called a group of individuals that can significantly influence our behavior. Consumers use them as sources of attitudes, beliefs, values or behavior. There are three distinct uses of the term reference group:

- Groups with which the individual compares himself, his behavior, his attitudes, his performance
- Groups to which individuals aspires to belong
- Groups whose social perspectives are assumed by the individual as a framework of reference for his own actions

Depending on the product category will also depend upon how much your reference group will influence you on your buying decision. For example, if one is to buy privately consumed necessity then there is a weak reference group influence where if it is a privately consumed luxury then there is a strong reference group influence (Evans et al. 2006, p. 171-73).

Position of leadership is additionally a part of the group dynamics. Leaders are usually defined as those who most frequently initiate action within a group. Other group members tend to look to the leader for ideas and inspiration if they are less sure of their own opinions. Popularity can also determine some degree of leadership in a group where the “best-liked group member” becomes a leader (Evans et al. 2006, p. 177).
4.2.1.4 Values and attitudes

It is important for marketers when marketing a product in a country to have a good grasp of the locality (International marketing and culture, n.d). A great deal of human behavior reflects and depends on our attitudes and values. It helps us to determine what we or other cultures think is right or appropriate (Distinguishing Cultural Elements In International Marketing, n.d, p. 19). Values are enduring beliefs that guide behavior in specific situations and that exist mainly at the individual level. However, when the values are substantially shared throughout the society it becomes a cultural value. The knowledge of the cultural values is of great importance to marketing because cultural values influence the behavior of most individuals in consumptions situations. Additionally, this is vital because when cultural values shift so will the motives for buying product. Therefore the company that fails to notice and recognize this will overlook opportunities for new products or changes necessary in existing ones. Cultural values, norms and beliefs vary significantly between countries. Products from other countries are more likely to be more accepted in another country if there are similarities between the two cultures. Values that people have affect norms, which specify an acceptable range of responses to specific situations (Ekerete, 2001, p. 95-96).

4.2.2 Cultural change

A society solves problems created by its existence thru variety of ways. Thru accidents and inventions different problems have been solved. Answers and ideas have always been found and bowered from other cultures. Although each society has its own situations facing it most problems faced by societies are similar in nature. Regardless of how or where solutions are found once a particular pattern of action is judged acceptable by society, it becomes the approved way and passed on and taught as part of the group’s cultural heritage. In a human culture changes do occur. Behaviors, tastes, habits and values are not constant but are frequently changing. However this change does not occur without some resistance. New methods, ideas and products are questionable and evaluated before they are accepted as right. Some new ideas and products are accepted faster than others. In some cases resistance is strong that acceptance is never forthcoming. The degree of interest in a particular product, method or idea will be the factor that determines the acceptance of it as well as change old behaviors and values with new ones. Gradually there comes awareness of the need to change, complex factors becomes less so because of cultural gains in understanding (Ghauri & Cateora, 2006, p. 90-92).

Determining which cultural factors conflicts with an innovation is the first step in bringing about change in a society, thus creating resistance to its acceptance. The next step is an effort to change those factors from obstacles to acceptance into stimulants for change. The same approach used by social planers in order to gain acceptance for better sanitation methods, improving farming techniques etc. can be adopted by marketers to achieve marketing goals. An innovation that has advantages but requires a culture to learn new ways to benifit from the advantages is the basis of cultural change. Either way a marketer can wait and hope for eventual cultural change when introducing a new product to a culture or they can deliberately cause a change that leads to acceptance (Ghauri & Cateora, 2006, p. 92-93).
5. Findings

In the following chapter the authors will present the collected data from the interviews conducted with the executive director Rita Laker-Ojok, project manager Michale Oketcho, head teachers Hajji Biringi, Mr. Okurut and Jane Kansiime and the health doctor Frank Kalyango. Secondary data will also be presented here.

5.1 Background information

World Health Works is a spin-off of Enterprise Works/VITA (EWV), a Washington DC-based development organization. WHW is a for-profit organization whereby their goal is not only to ensure substantial financial returns to their shareholders but is also about achieving health and economic gains for their consumers. EWV has 40 years of experience working with emerging market private businesses and entrepreneurs so as to implement market-based business solutions in over 60 countries. It has operated for over 20 years in East Africa (WHW, n.d)

WHW specializes in marketing and distributing health related products to low income consumers that earn US$1.50-$5.00 per day in developing countries. Their goal is to develop demand-driven product at affordable cost. Based on extensive research WHW has selected household water filters as its initial product offerings. It is estimated that more than one billion people around the world still lack access to clean drinking water and 80% of all illnesses among low-income populations in the developing world are waterborne. Improving the quality of water taken from surface sources for household use is vital in order to improve the well being of individuals. Therefore WHW has introduced an affordable water filter named CrystalPur (WHW, n.d). It is a new patented Siphon water filter designed by Basic Water Needs Foundation, Netherlands, in collaboration with Enterprise Works/ VITA (Oketcho, 2009). Uganda was one of the four countries selected as the initial market for this product (WHW, n.d).

The water filters are promoted by Appropriate Technology Uganda (ATU) and Enterprise Works/VITA, a pilot project funded by the Diageo Foundation (EWV Begins to Market CrystalPur™ Water Filters in Uganda, 2008). The water filter project started in October 2008 (Jaramogi, 2009). It is estimated that 40 000 individuals will be able to get clean drinking water with the use of the filter, thus reducing the rate of waterborne disease. The objective of the pilot project is to create a market for inexpensive water filters in Uganda by demonstrating that there are cost effective solutions of getting clean drinking water, a problem that many low income consumer face. The filters have been tested and approved by the Uganda National Bureau of Standards (EWV Begins to Market CrystalPur™ Water Filters in Uganda, 2008). The pilot project has two sections; the public sector and the private sector. Public sector is funded by Diageo Foundation with collaboration of Enterprise Works/VITA, as mentioned above, whereby they have donated 3 500 water filters plus associated accessories (jerry-cans and buckets) to primary and secondary schools and health centers that are situated in disadvantage areas in Uganda, Kampala and Wakiso district. The project is meant to develop the private sector. The public side has been well developed with collaboration with the schools and health centers (Oketcho, 2009).
5.2 The situation in Uganda

Uganda is a populous, poor country located in East Africa that is particularly hard-hit by lack of access to clean drinking water. Although national literature indicates that 87% of Ugandans in urban areas have access to safe water, an estimated 8 million rural Ugandans do not have regular access to clean water (EWV Begins to Market CrystalPur™ Water Filters in Uganda, 2008). The Department of water development notes that water supply services to peri-urban and urban areas have been a major challenge for the government due to rapid population growth. The population growth tends to outpace the rate of infrastructure development and lack of physical and structural plans and settlements hence making it difficult to extend services to some areas. As a result alternative way of ensuring clean water provision to households has to be employed. Due to the rapid growth in un-served urban slums only 58% of Ugandans have access to an improved water source and the percentage of urban households with connection to water mains has dropped from 24% to 12% since 1990 (EWV Begins to Market CrystalPur™ Water Filters in Uganda, 2008). This has resulted in the identification of a need that is not fulfilled in the market.

A study showed that people obtain water from four different sources: standpipes, protected springs, unprotected springs and rainwater. The most collected water is from the standpipes that are connected to the piped water system. People come with their own cans and pay cash for water. However, 90% of the standpipes are not in function because they have broken down. Leakage in the pipes and poor maintenance has exposed the water for contamination (Tønnesen, 2004, p. 55-56). Protected spring is another frequently used water source that is free of charge. It is constructed using stones and gravel of different size to filter the water which runs underground in the hillside. The water of unprotected springs is of poor quality and microbiologically contaminated. They lack the construction that the protected springs have. Being open an unprotected spring is sensitive to environmental changes (Tønnesen, 2004, p. 58-60). Due to inefficient use and pollution of river and lakes, garbage dumping and poor industrial practices has consequently exposed a threat to the water systems (Baseline report, n.d, p. 12).

"Most rural people use water from lakes, rivers, wells, rain water and swamps, while in urban areas, 95% of the wells and springs contain faecal matter," says Oketcho (Jaramogi, 2009).

A survey that was conducted in Uganda showed that awareness was highest in case of boiling water (96%) followed by chemical disinfectants (50%), boil and sieve (16%) and use of filter (7%). Results on method of preparing water used at home reveal that majority (94%) of the households prepare drinking water leaving 6% who do nothing to the water they drink at home. Boiling water is the most common method of water preparation (89%) of households, only 4% use chemicals while no household was using a filter. The water preparation task in the household is mainly a domain of women and girls. Charcoal and fire wood are the main materials used in boiling water (Baseline report, n.d, p. 26). 72 percent of the population of Kampala district use charcoal for cooking (Tønnesen, 2004, p. 101). For some a bag of charcoal can last a whole month and can cost up to 7 US dollars a bag (Africa’s Children-Struggling to Survive, n.d). Even though the majority is boiling water in slum areas, lack of charcoal and carelessness in preparation process leads to incomplete boiling of the water.
Households have to wait for two and a half hours, from one set of water preparation to the time they can consume the water (Baseline report, n.d, p. 27-27). From the Baseline report one in every ten households use 10-20 liters of water while 45% of the households used 21-60 liters. 35% was using 61-100 liters. On average households use 74 liters of water per day. The report also revealed that on average households spend about 3% of their monthly income to access water used in their homes (Baseline report, n.d, p. 7-8). The households quiet often use charcoal remaining on the charcoal stoves after cooking food. The degree to which the households boil water is not effective because the charcoal is not hot enough, the household’s assume that the water is boiled but in most cases it is not, it is rather just warmed up (Oketcho, 2009). Irregular supply limits continuous access to piped water thus compelling households to get spring water and other unprotected sources during times of shortage. Frequently people have to collect water from distant locations. Incomplete water treatment for drinking and brushing teeth as well as washing raw food explains the high incidence of water born diseases (Baseline report, n.d, p. 15). Even those that get tap water in urban areas have to boil their water due to the level of contamination. The percentage in urban areas that boil water is very high (Oketcho, 2009).

Expenses associated with treatment of water born diseases were such that an average households in Kampala spent 28 747 Ugandan shillings (UGX) (14.05 US dollars). The majority (65%) of the households which reported illness from water borne disease lost up to UGX 15,000 (7.33 US dollars) due to this problem while close to a third (31%) lost more than UGX 20,000. The most affected household lost up to UGX 139,500 (63.20 US dollars) which is about 44% of the average monthly income in central Uganda (Baseline report, n.d, p. 15-16).

5.3 Product
Several different varieties of ceramic based water filters that prevent water borne diseases have existed on the market over the past years. However, these filters have limitations in terms of either delivering a sufficient flow rate, cost, market acceptance, fragility and most important scale, reach and sustainability. CrystalPur’s filter is impregnated with nano silver particles for optimal bacterial removal. CrystalPur utilizes a tap system and delivers 4-6 liters of clean drinking water per hour as compared to traditional ceramic water filters delivering approximately 1-2 liters per hour. CrystalPur’s flow rate gives triple the amount of water per hour compared to other water filters on the market. However, the speed of filtration is faster when the container with contaminated water stands at a higher level (Household water filters, n.d). The executive director states; “This is a public health good. It is something that should promote health and reduce water born diseases” (Laker-Ojok, 2009). CrystalPur can produce between four and six liters of clean water per hour. It weighs less than 500 g and can filter up to 7,000 liters of water (350 jerry-cans) before the filter is replaced (Jaramogi, 2009). The project manager pointed out that the filter gives safe water without any application of any chemical and that it is user-friendly (Oketcho, 2009).

The filters are suitable for schools, households, hotels and health centers, camping teams, and disaster and emergency hit areas (Jaramogi, 2009). However the interview revealed that the schools and the health centers that have received the water filter have been concerned about the flow rate. A doctor at a health center states; “The only problem that I have realized
The filters are relatively slow in making the water clean. If you have to prepare water for the clinic you would have to prepare it over night. It would be easier if it was a faster system but otherwise they are performing very well” (Kalyango, 2009). This issue is brought up by the interviewees as an important factor. One pointed out that the water filter is unique because most of the other products on the market are formulated in terms of tablets that are meant for dissolving in water which are consumable. However, CrystalPur is none consumable and the technology is a good step forward the concern has been the rate at which the filter brings clear and safer water is relatively low. A doctor expressed for example, if the rate is improved institutions like schools would adopt it since they bear the heavy expenses of boiling water every time (Kalyango, 2009).

“The filter has saved us from boiling water, when you boil water you use some source of energy like fuel, fire wood or electricity and this you have to pay for. But at this stage you just get the water in a bucket and you set up the equipment and you filter the water and you get water to drink straight away” (Okurut, 2009).

The rate at which it brings clean and save water is limited (Biringi, 2009). Another weakness that one of the health centers had discovered was that most people are not willing to do the filtering two or three times a day just to get drinking water (Kalyango, 2009). One of the school teachers interviewed had 390 pupils and so was given 13 filters to provide the necessary capacity (Okurut, 2009). Oketcho, the project manager, states that people using the filter have conveyed the need to increase the size, he however pointed out that in terms of design the filter is meant for small household; “The people that want the filter bigger forget that it is designed for the household level that needs an average consumption of 10-20 liters per day. The option given to people whose consumptions are higher is to run two or more filters at the same time”. He further states that CrystalPur gives one an average of 4-6 liters per hour which is not sufficient for example for school and other institutions who want it faster and bigger (Oketcho, 2009).

One of the respondents had used other water purifying product (tablets) in his school however the students did not like it due to the smell and the taste of the water. This resulted in the students refusing to drink the water which further lead to them using the means of boiling the water. Head teacher Birgingi does not have CrystalPur at home, he still use the system of boiling the water. It was revealed that even some of the teachers filter the water at school and take it home (Biringi, 2009).

5.3.1 Functionality
The primary function of the water filter is to provide safe and clean water for domestic use. The person using the filter has to know how to operate it correctly so as to get safe and clean water. The executive director points out that people do not have to boil water and that it is a quiet convenient product. She pointed out however, that it is very hard for most Ugandans to think that one could get safe water without boiling it. The average person on the street has a difficult time believing that the product actually works. This has been one of the big issues, she states (Laker-Ojok, 2009). Additionally the project manager, Oketcho, pointed out that; “The question about how people react to the knowledge of the water being disease free after
filtration is on most people’s mind”. Oketcho has been to schools and health centers to demonstrate the filter. The purpose of the program is to educate at the same time showing how to use the product. He sates; “Fact that water is clear does not mean it is safe” (Oketcho, 2009). Not only is the filtered water clear but it is also safe to drink, he points out. The need to demonstrate is even indicated by one of the respondents saying; “It is not easy to tell somebody how it works you can only show” (Biringi, 2009).

Besides demonstration to show how the product is to be used, the people getting the demonstration also get a chance to test the product. Oketcho even makes it a point to drink the water that has been filtered by himself when his conducting demonstrations in schools. He comments that this in turn gives the participant assurance in the product and it is a way to confirm that it is safe to drink “seeing is believing” (Oketcho, 2009). However the customers that have been exposed to the filter have shown mixed feelings, while they say that the water filter is a very good product and they would like to have it, they still strongly question its function as to removing bacteria and “diseases” as they put it.

A doctor at a health center states; “So far their performance has been good and effective in terms of cleaning the water because most of our water here in Uganda is relatively contaminated and even the sources are not very clean so it enables us to get clear water” (Kalyango, 2009). Instructions given about the product a customer has to follow states that the filtered water should be used within the same day, if not one should every evening empty the lower container into the upper water container so as to avoid long time of storage of filtered water (CrystalPur Instructions, n.d). People do not normally drink the water directly from the tap but they rather boil it first (Kansiime, 2009).

Despite the doubt the health center has not got any report showing development of diarrhea or development of illness that are water born, like typhoid. Doctor Kalyango however stated that he does not use the filter at home. Getting free access to electricity has resulted in him rather boiling water at home. He further points out that boiling water and using the filter have equal potential in terms of killing bacteria (Kalyango, 2009). Even though lab test done in Uganda assuring the quality of the filtered water with CrystalPur, still the average person on the street is not convinced that it works (Laker-Ojok, 2009). Additionally, a head teacher of a school boils water at home and uses the filter at the school (Kansiime, 2009).

5.3.2 Design, quality and packaging
CrystalPur is a product in form of a kit that consist of a complete CrystalPur plastic filter unit, a replacement filter (pre-filter), a plastic container for source water and a plastic container for filtered water. The product in its totality is made up of several parts. When the pre-filter gets dirty it needs to be taken out and washed in clean water (Product profile, n.d). The container that is used is referred to by the respondents as jerrycans or bucket. However CrystalPur is being sold without the containers and this raises concern from the consumers. Therefore the jerrycan and bucket is part of the water filter and separating the container from the filter appears to undermine the consumers’ expectation. One respondent said; “The filters and the containers are not sold together as a unit instead you have to buy them separately. How do you provide part of the equipment and leave the other one out” (Okurut, 2009). It is important
for the consumer that the container is transparent so they can see that the water is clean. The consumer wants a complete solution (Okurut, 2009).

5.3.3 Durability and handling
Regarding durability, although CrystalPur works well as a filter, it is fragile to handle because it needs to be cleaned regularly and during this process it should be handle with care otherwise it breaks. It has a life span of six months up to a year depending on the handling of it and its durability is twice higher than other ceramic filters. Most ceramic filters last between 3-6 months depending of the quality of source water which can cause scrapping of the filter elements necessary to remove sediment deposits. Due to CrystalPurs back-washing technology it is almost totally self-cleaning which increases the life span of it (Household water filters, n.d). The product instruction states that if one is to use a new filter element the first 20 liter of filtered water should not be used. Additionally when the water is dirty one should let it stay overnight to allow the dirt to sink to the bottom and afterwards filter it. When the pre-filter becomes dirty one has to wash it in clean water (CrystalPur Instructions, n.d). Handling and maintenance is an important part of using the filter. Knasiime, the head teacher of a school states; “Other than people using it properly, it needs cleanliness; you need to be extremely clean”. Even though the filtered water is clean but if the containers are not clean the water gets contaminated. It all depends on whom the filter is being given to (Kansiime, 2009). It is important to avoid cross-contamination, that’s why two containers are provided, one which is used for the source water, the other to dispense the clean water after it has been filtered (How do the water filter kits work, n.d). The containers used have to be cleaned regularly to ensure that the water filtered is not contaminated. Consumers are concerned about the safety of the container which they are left to choose themselves. “However the water can still be contaminated if one has an open jerry-can. Now how do you provide part of the equipment and leave the other how are you sure that the other one improvised is safe”. Okurut points out that since the school got the water filter (a period of 4 months), when handling the filter after filtering the water, recklessness has resulted in the filter becoming weak and eventually breaking. This has lead to three replacement but no wear of the filter has been noticed (Okurut, 2009).

“The equipment is breaking because of bad handling...because they think (the students, own addition) it is strong and when they are trying to clean it they don’t handle it properly. So I go in and demonstrate and tell them to handle everything carefully because water has been passing in it. In fact the problem is bad handling”.

5.3.4 Brand name
CrystalPur is a distinctive name that the producer has chosen for the product. The filter is branded with the logo CrystalPur Water filter that contains the name and a water drop holding a drinking glass of what. However according to Laker-Ojok (executive manager), it does not carry much weight at the moment since it is relatively an unknown brand due to its newness in the market. One respondent commented that; “I can’t not tell you exactly because the name does not come with it but I can demonstrate it, it is not easy to tell somebody how it works you can only show” (Biringi, 2009). At this point the brand does not have any particular
meaning to the people. Furthermore, the consumer group being targeted is not brand conscious and most products sold in these markets are generic commodities. The water filter is yet not considered as a necessity even though people spend more money to get clean water in other ways. She states; “I don’t know if it would make any difference if we were promoted by a big name company such as Coca Cola” (Laker-Ojok, 2009). However Oketcho says that positioning CrystalPur as a low income product has not helped. According to him the low income consumers aspirations are very high (aim for a higher class) and positioning a product directly to the low income earners actually kills the aspiration (Oketcho, 2009).

5.4 Price

Overall households on average spend about 12 000 Ugandan shillings (6.11 US dollars) to prepare water in the homes each month which accounts for about 4% of their average monthly income (Baseline report, n.d, p. 12). In other words a household spend about 74 US dollars a year on preparing water. “It is a low cost solution to a real problem”, is the expression the executive director uses to describe CrystalPur. A CrystalPur water filter is selling for about 11 US dollars (20 000 UGX) and last from six months to a year depending on the usage. Any other filters on the market you find are quiet expensive, one would run for 60 to 65 000 UGX which is about the third of the price from other filters that are on the market (Laker-Ojok, 2009). Additionally, electronic filters can cost between 100 000 to 500 000 UGX. In terms of filters there is not any other on the market that range at the same price as CrystalPur. Looking at other cheap water purifying technologies such as a tablets which cost 100 UGX, Few cent of a dollar, gives 20 liters (1 liter = 5 UGX). CrystalPur on the other hand gives 7 000 liters for the price of 20 000 UGX (1 liter = 2-3 UGX). CrystalPur is the cheapest water filter that is available on the market but in terms of other water purification technologies like tablets, that face value looks cheaper. If one looks at the total cost per liter CrystalPur is so far the cheapest in the market. Although on one basis, with the filter you have to part with 20 000 UGX at once while with the tablets one would part with 100 UGX and thereby the consumer’s frequency to the supply source needs to increase. The filter you buy it once and one can have it for six months (Oketcho, 2009).

“Most of the low income households would think the face value of the filter is expensive” (Oketcho, 2009).

However a different view important for pricing is expressed by the executive director stating that, “Basically the price set covers the actual cost of the product while we try to establish a name. So, none of the promotional cost was included. We were not trying to cover costs. Problem is that if you come into a market subsidizing then you establish sets of expectations that may not be realistic. And then you have established a name something that it is not. That’s the challenge” (Laker-Ojok, 2009).

Another angle that has been used to get the target group to understand what is being offered with CrystalPur is letting the customer know the benefits from an economic standpoint. Oketcho says that by communicating to people that they can cut costs and be productive, they then emphasize the benefits received from the filter that is both social and economic well being of the people and not the filter per se. Additionally the project manager points out
that, taking a potential customer thru the lifespan of the filter and explaining at what price he/she can get the water for makes them see that it is not actually that expensive but that it is rather a quality product. He also points out that in comparison to boiling the water it is even cheaper to use the filter (Oketcho, 2009). A household can get years worth of clean water from a 20 000 UGX filter and they spend 12 000 UGX a month of boiling water. A household buys charcoal for cooking food and part of that charcoal goes for boiling water. A bag of charcoal cost about half as much as the filter, between 5.5 (Laker-Ojok, 2009) to 7 US dollars (Africa’s Children-Struggling to Survive, n.d). However, a household still needs to buy something to cook their food with. According to Laker-Ojok (executive director):

"By comparison the filter is very cost effective but people don’t think in those terms. In a day somebody might buy one or two bottles of water so instead you could buy a filter which would last you a whole year. It is a same question as you buying bunch of matoke (plantain banana, own additions) or would you instead go out and buy a plate of chips? “.

The trade-off between spending 500 UGX (0.24 US dollars) 87.6 US dollars a year) on a bottle of water at the moment and 20 000 UGX for a filter that will last a household a whole year shows it is a lot cheaper. The water that the filter can provide in a year would cost 7 000 000 UGX (≈3422 US dollars) if one would buy mineral water, something people buy all the time. The executive director also states that; “The medias perception of the filter is that it is too expensive, but in comparison to what? If people would rationally think (in terms of price, own addition) it would make a lot more sense”(Laker-Ojok, 2009).

The price of the water filter however received mixed reviews from the ones that have used it. When the prices are relatively high people within the urban areas could afford it however not the real rural Ugandans, “the issue is that some class cannot really afford it“ (Kalyango, 2009). The price for these areas is still too high. To the rate of something that is the cost of one dollar is when people will utilize the product (Kalyango, 2009). According to one of the head teachers the price of the filter is high and in most cases it is higher than a pupil’s parent’s income (Biringi, 2009). The parents of the pupils are poor and cannot afford the filter. They have a limited budget and other things are seen to have more importance. Most of them are petty earners that do not have permanent jobs. A head teacher of a primary school located in the slum area of Uganda stated that the parents do not see the need to buy the filter if their children have been surviving on stagnant water. When asked if know how much the filters cost she replied “I don’t know how much they cost, I do not have the intention of buying it”. She believes that selling the filter to another class that can afford it wouldn’t consider the price to be high and they would very much buy the filter. “It is not that expensive compared to the advantages it has but I’m telling you about the sense of owning it, people have not yet owned it as something important in their life” (Kansiime, 2009). However she expressed that 20 000 UGX is too expensive for the schools to buy. The present filters at the school are not enough for 1400 children. Buying new filters for the school when existing one have broken down is too expensive. However she said that the filter is a valuable object to have (Kansiime, 2009).

Another head teacher of a primary boarding school pointed out that at the price of 20 000 UGX very few households can afford it. The locality where the school is located is in a slum
area, an area where people are of low income. Parents also have trouble paying for all the school fees for their children at the end of the term. The filter is seen as a luxury by the parents therefore they continue fetching water from a water source and drink it or boil it. Some still trust the national water sewerage corporation not knowing that the pipes break as they carry water, thus increasing the risk of contamination. The head teacher stated that; “The delicacy of the filter also again brings about the same thing next day or after a week you wash it and then it breaks and the consumers say but this thing is also so delicate and they may think this is quite a waste of money for them otherwise my opinion is that the filter is good” (Okurut, 2009).

Getting tested for malaria and typhoid in Uganda costs for the two are not less than 10 000 UGX. The treatment for malaria or typhoid is not less than 20 000 to 30 000 UGX which is approximately 15 US dollars. The price for the treatment is expensive for the low income earner and most of them cannot afford it. According to Okurut; “It is very expensive to go in for treatment than to prevent the infection. I think these filters are very valuable in cutting down the expenses of the treatment”. The filters do not come with the containers (jerry-cans and buckets). Therefore one has to either buy a jerry-can which cost 20 000 UGX or a bucket that cost about 15 000 UGX. This pushes the price even further for the low income learner which according to him people cannot afford (Okurut, 2009).

5.5 Place

The pilot project has been in the main urban area of Kampala and the surrounding area. That is the densest potential market in terms of population density (Laker-Ojok, 2009). The reason for the company not going national with the product is due to the limited funding (Oketcho, 2009). However, within the area of operation there is a big gap in the distribution area. The challenge the company has faced according to Laker-Ojok has been getting the water filter on the shelves where it could be rendered available. In Uganda the retailers tend to be very conservative and selective, they buy what they know people will demand. When it is a product A unknown and B just expensive enough to be a bit of a bulky item it is thus easier to stock a product that is of very low cost where there is no investment tied up in it. The product is unknown and it has made it difficult to convince the shop keepers to carry the filter and promote it. Most shops do not have any resources for promotion or displays therefore the product only ends up on the shelves and nobody knows what it is (Lake-Ojok, 2009).

The water filters have been handed over to a company that sells public health and animal health products however they have only ended up in a limited number of supermarkets in a small quantity (Laker-Ojok, 2009). However on the flyers and the brochures that the company is handing out to the public states that the filters are available in supermarkets and drug shops. The retailers that do carry the product have been trained in the technical handling of the filters including installation and maintenance as well as sanitation and hygienic practices (Quarter report, 2009, p. 4). The filters have not been able to be distributed to big well-known supermarkets. The well-known supermarkets did not want to place a new product on the shelves which the consumers would not demand. Additionally the well-known supermarkets only purchase in large quantities, something ATU could not provide. Laker-Ojok comments; “We didn’t have a budget to have big subsidies of supermarket for a long period of time. The
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The distributors wanted shopkeepers who were willing to carry the product in their shops and perform promotional activities for it (Laker-Ojok, 2009).

The different schools and health centers where directly supplied with the water filter, jerry-cans and the buckets by the company. The quantity given to schools depended mainly on how big the school was (number of individuals). One primary school with 390 children received in total 13 filters, 13 jerry-cans, 13 buckets and 13 extra filters for the replacement when the other ones gets worn out (Okurut, 2009). Another primary school with 1400 children was supplied with 28 filters, 50 jerry-cans and 50 buckets (Kansiime, 2009). Most of the respondents that have used the filters pointed out that the filters could be bought at any supermarket nearby, information they had received from the company. One head teacher comments; “I haven’t found out to see whether the filters are sold there since I have been using this one at school” (Biringi, 2009). Additionally another head teacher stated the same thing: “As for the filters I don’t know if they are at the supermarket, they could be there in fact but I haven’t done a research on that”. Parents, that have asked where the filter could be found, were directed to the supermarket by the teacher, he does not know if they have found out whether they are there. He has not taken the trouble to see whether they are there or not (Okurut, 2009). Students and staff members of the schools have asked for the filter and were as well directed to the supermarket however according to one head teacher some decided not to go and buy it since they already have it at the school. He suggests that it would be good if the company came back with more filters so that the staff can buy them directly (Biringi, 2009).

Concerning the retailers of the shops the respondents pointed out that the retailers have to know how to use the filter so they can instruct the buyers (Kansiime, 2009). Kalyango, a doctor, further developed on the issue that the retailers have to know how to utilize the product so that consumers can learn how to use it properly from the beginning. This to avoid consumers coming back unhappy with a broken product they have misused or mishandled. He also points out that the element of accessibility and giving the product more access within the community should be one of the factors the company should consider; “The only outlet we know is at the organization’s headquarters and the contact were on the leaflet”. When directed the patients to the company issues and concern was raised about the distance they had to travel in order to buy the filter. Also when asked if he knew that the filters where sold at the supermarket he answered; “No we were not aware that they were sold in the supermarket” (Kalyango, 2009). Another responded; “Don’t know where they are sold since there is no need since I have them at the school, nobody has informed us”, when asked if she knew where the filters could be bought (Kansiime, 2009).

5.6 Promotion

The main information being given out to the target market about CrystalPur is that there is a need safe drinking water and the filter can provide it (Laker-Ojok). Oketcho points out that the main focus is; “We are promoting drinking water that is health related”. The purpose of demonstrating about the filter is to get it out there and at the same time show people how to use it and educate them on personal hygiene (Oketcho, 2009). According to Oketcho some
people have taken the filter to areas that have not been targeted and this has generated interest. But because of lack of funds these interest cannot be tapped into (Oketcho, 2009).

Laker-Ojok comments that; “You market the product were it is needed. You need safe drinking water this product gives you safe drinking water. Africa is a place where people need clean water and were water born diseases are a big problem. I mean that is why you do not market mosquito nets in Sweden you market mosquito nets in Africa were people are dying of malaria”.

The executive director also mentioned that the budget that was available to establish the market was 50 000 dollars. This budget was not enough to establish a brand new product that is different (Laker-Ojok, 2009). According to Oketcho mass communication would mean that everybody is targeted which means one needs to go to everybody, instead focusing on a segment allows the “trickle down” effect to take place (Oketcho, 2009). The view of limited communication is even expressed by Kansiime saying; “There is lack of information and when a new product is introduced to the market people do not immediately catch up on it therefore mass education is required.” She further explains that wide coverage, thru drama, festivals, communities etc., of a new product would help to build acceptance (Kansiime, 2009).

5.6.1 Advertising
Billboards, radio and TV commercials and demonstrations have been the tools used to promote the water filter. When a respondent was asked about other forms of communication like advert he points out that the posters along the road side, not many, where not easily identifiable to the product unless one had knowledge of this product. The posters are showing a lady fetching water from the well, pouring it in a container with a filter, filtered it and sits down and drinks it. Next to the picture are many short bullet point sentences explaining the benefits of CrystalPur (delivers safe drinking water, saves money and time, user friendly and handy, saves energy etc.). While some flyers and posters just show a picture without any explanation about the product. The executive director comments; “…it is not like here in Uganda you have access to really experience advertising expert that can lay out a advertising strategy for you and its nobody here that does that and they can’t really do that. There are some companies that do billboards and are freelance journalist that will try to get something in the news paper or trying to put together news item on the TV but the quality is not terribly impressive” (Laker-Ojok, 2009). Additionally the billboards are limited to certain areas (Okurut, 2009). A head teacher pointed out that it would be good if workshops are created and training session should be conducted in order to make the public get more informed about the filter (Okurut, 2009). Kansiime also says that; “Regarding the advertisement about the water filter I have not seen or heard. It is possible that it is out there”. Although she explains that clients can find information about the water filter on the company website (Kansiime, 2009).

The findings of the Baseline report show that announcements on loud speakers by a person moving through the village, followed by community leaders moving door to door, and posters (placed in strategic location such as public toilets, water sources) were the main methods used to create awareness in communities. Results also showed that radio announcements
cited by 72%, followed by radio talk shows (48%), posters (41%) and health officers (23%) were the most common source of information on methods of preparing water. Findings reveal that majority (88%) of the households own a radio while 29% own a TV. Radio and TV ownership was higher in Kampala compared to Wakiso. Majority (63%) of the households only listen to radio while 26% both watch TV and listen to the radio. Additionally the report reviled that only 24% of the respondents had received advice on methods of preparing water in the 12 month preceding the survey (Baseline report, n.d, p. 17-18). Biringi states “Advert through the television and the radio alone is not enough”. He further points out that CrystalPur is yet not known to many people, most homes don’t know about it. “It is more effective if you show people how to use it, demonstration, than promoting it on the radio” (Biringi, 2009). One point out that publicity matters, Kansiime also commented that people don’t know about the filter and they haven’t been educated about it. Additionally the findings from the Baseline report show that although a reasonable number of the household watch TV and listen to radio, other means of communication such as the use of local authorities help to further reach more people (Baseline report, n.d, p. 18). However, one respondent said; “I have not seen the filter on TV and radio. There are many TV programs in the country and people have different preference of what to view. I believe more workshops, seminars, and training and then more programs on the TV like talk shows and even on the radio should be done” (Okurut, 2009).

Kalyango further describes how Nile breweries use the method of entertainment, demonstration of the product (testing) and personal selling. The entertainment gets people to gather and receive information and even feedback on their views. He comments that usually in Uganda if you want something to work out you either find where the gap is which is usually in the knowledge thereby you customize on that and try to convey clearly in the message about the product. He further explains;

“The low urban income earners can be reached by TV while for the rural poor low income earners, sensitization is more appropriate”.

However he also stated that he has not seen poster or TV commercials for the product (Kalyango, 2009). Kansiime also comments that, “In our country you buy air time and you put it on TV and you demonstrate, like that you educate many people at once.” She goes on explaining that since she has used the filter and has experience with it she would not mind leading a group of mass education; “I have advised other people about the filter but on a smaller scale and have not demonstrated it. I was not promoting the filter but just explaining to them what it is and how it works” (Kansiime, 2009). Having microscopes that shows people the contaminated water and the water after it has been filtered is also one respondent’s opinion so as to convince people that this thing is really effective;

“Having microscopes and show the person the water and you see the germs in that water and that water is passing thru the filter than after from the filter you put the water in the microscope and now that person sees where did the germs disappear to convince them that this thing is really effective” (Okurut, 2009).
5.6.2 Informing about the water filter

Mass communication is required to get people to recognize the value of the filter. However, mass education is hindered by limited resources and funds, therefore, development cannot be extended. Element of adjustment comes with a lot of advertisement. Something that works in Uganda according to Kalyango is when something there is an explanation that is working with Scientifics, it tends to woo the masses to acceptance other than that element of way we studied and learned about it. He states that the filter would be accepted if it was approached and promoted from a scientific view point rather than a technological view point. According to him, the messages lack that linking, the message to the perception of the public (Kalyango, 2009). He additionally conveyed that the filter should be marketed more as a health and medical product rather than a regular product;

“Products like the biodisk you find it the way they have marketed it has a unique product but maintaining its relation to health. It is seen as something that energizes water and makes the water active in that it can have the molecule and thus killing these bacteria’s. It is seen as something medicinal in our perspective”.

Okurut describes how the teachers together with the pupils and students are gathered to be shown a demonstration of CrystalPur and at the end of the demonstration almost everybody could set up the equipment to get clean water (Okurut, 2009). However, it is worth mentioning when the respondents were asked if the company (ATU) had returned to do follow ups and gather information all of them pointed out that they have not done such as quoted;

“Since mister Oketcho gave us the filters there has not been a follow up and I don’t know why. It would be good if they did a follow up so that they get to know what our opinion is about the filter” (Okurut, 2009).

One respondent commented on the demonstration they received; “When the school received demonstrated about the water filter they emphasized mainly on having good hygiene in its simplest form. The emphasis was on drinking clean water” (Kansiime, 2009). The teachers talk to the parents about the water filter and the children talk to their parents. The parent-child relation is mentioned as a channel of promoting the water filter. Kansiime explains how the parents have shown interest after hearing about the filter from their children; “The parents tend to own what their children do because they get excited to see that their children are knowledgeable” (Kansiime, 2009). She further points that mobilization is always from above in most cases from the known (the company) to the unknown (consumers) that is always the trend of things “A person that does not know can’t make a demonstration of what one does not know”. Kalyango, health doctor, also says that when they talk to the people about the filter they want to procure it straight away (Kalyango, 2009). However, physical demonstrations, besides schools and health centers, have not been made to the regular target customer.

The schools and health centers have been provided with brochures and pamphlets which they then give out to school children to give to their parents and for patients to take. According to Laker-Ojok she point out that giving the schools donations; “It is quite about getting publicity weather that publicity would be effective in convincing people to buy the filter I don’t know,
apparently not. It seems a good way to get publicity”. In terms of getting public awareness of a product that nobody knows exist, the management thought this would maybe help. The thought behind it was such that they could get news paper coverage about the school donations in a way that one cannot get news coverage of a new product (Laker-Ojok, 2009).

CrystalPur has been accredited by the National Bureau of standards in Uganda and it is being circulated to groups like schools, local government authorities, ministries that have also been posted over. “The fact that water is clear does not mean it is safe. Certain tests need to be carried out and the results shown to people so that they can confirm the results and we refer them to the Bureau of standards and the health authorities and that’s how the confidence is built” (Oketcho, 2009). By circulating such information to the various interested parties the company was able to provide them with prove and build credibility. When people see a responsible person demonstrating and drinking the water coming out of the filter then they believe it (Oketcho, 2009). Additionally health facility was the predominant location where posters, brochures, and news articles on preparing water were seen (Baseline report, n.d, p. 18).

5.7 Education

The gap between rural and urban area in adult literacy in Uganda is evident. Northern Uganda is lagging behind at 47% and the highest in the central region at 77% (Nawaguna, 2007). Usually, in rural areas the gap is larger and literacy rates are lower (Uganda - Empowerment of Rural Women through Functional Adult Literacy, 2000). Kalyango comments that the literacy level is relatively low in Uganda. Even though the best description is given on the leaflet as other respondents pointed out a demonstration is better other than reading the method of the filter. In the urban area the situation is different (better education) but in the rural areas it is not. This is emphasized further as he points out that retailers have to be able to explain and demonstrate to the buyers so that they do not get problem with the product when taken home (Kalyango, 2009). A head teacher pointed out that a person with a science background will not have difficulties knowing how to operate the filter however an average person on the street, if not shown how to, will not know how to use it (Kansiime, 2009). Also another responded pointed out; “Now for us in education we can perceive something very fast following what we’re faced with. However, people in Uganda normally take time to perceive and understand that something is important for their lives” (Okurut, 2009). This concern is further indicated by Oketcho who points out that many people are interested but they do not know how to operate the filter through reading the instruction, therefore an explanation is needed. Lessons are being given in the schools interviewed about sanitation and hygiene (Okurut, 2009).

Kansiime explains that the message being emphasized during the demonstrations is good hygiene. Additionally through the health centers the element of hygiene is further stressed. The health officials are doing the job of giving information on waterborne disease, solutions and prevention. The position they are in allows them to pass on valuable information as Kalyango, the health doctor, explains; “When they were giving us the filter they were meant to help us in improving the services that we have and the health facilities but the way we give that information on general hygiene to help avoid water born disease is of health education
session and that is again when we explain how the water filter works.” He further describes how people are reluctant to believe in readymade solutions since they see their problems of illness as rooted in factors they cannot control. When someone explains to them then they understand (Kalyango, 2009).

5.8 Language
In Uganda fifty-six indigenous languages are spoken and recognized. English is the official language while Kiswahili is the national and second official language but without deep roots (Odongo & Ocholla, 2004, p. 56) and out of all fifty-six Luganda is the most common one (Uganda Culture, n.d). The diversity of languages existing in Uganda does not facilitate direct communication amongst communities. If information is to be shared it has to be translated from the indigenous language to English and vice versa. This in turn often results in gross distortion and loss of meaning (The Uganda national culture policy, n.d, p. 6). Verbal communication other than script is rather preferred to convey message. The instructions given how to use the water filter have also been translated into Luganda, the local language most commonly used in central Uganda (How do the water filter kits work, n.d). Messages about CrystalPur are being communicated in local language indicated by brochures and pamphlets given to people; “Yes we received the demonstration and pamphlets both in local language and in English that’s the brochures mister Oketcho gave us that’s translated in the local language and in English and we gave them to children to take to their parents also and give them” quoted by Okurut (2009).

5.9 Social institutions
In Uganda 65 different indigenous communities exist that also represents Uganda’s diverse culture heritage. Interactions in educational institutions, at work, intermarriages enhance the understanding of other cultures and social unity. In Uganda different communities look up to traditional/cultural institutions for their identity. This in turn facilitates these institutions to support culture and use it to mobilize people for development. The family is the basic societal unit. These are closely linked with the extended families (The Uganda national culture policy, n.d, p. 8-10).

The school and health officials interviewed revealed that they discuss about the water filter within their social network. Within the schools the teachers discuss with the students and the parents about the filters. Okurut states “Also we have discussed it with some of the parents who happen to see the filters in my office because I have one at the secretary’s desk and even glasses for drinking”. A health doctor pointed out that trust within the community and credibility for the clinic has improved because they can provide clean water (Kalyango, 2009). However he also points out the concerns he hears within the community; People have the perception that if this thing can succeed in killing the bacteria then they are likely to become potentially cancerous to their body such rumors have yet not been dispelled. That’s what I hear from the public, within the community that’s the issues we hear people talking about”. The findings of the Baseline report show community leaders moving from door to door are used as a means of influencing people’s behavior in communities (Baseline report, n.d, p. 18). This view is further described by Okurut where he talks about the use of local leaders to
communicate and influence the target group: “Especially here in Uganda, we can use the LCC (local authorities, own additions) system to facilitate the message. I believe that would be the right way to get locals to understand”. Okurut also points out that the information passed on by the company can be easily forgotten. Therefore there is the need to pass and repeat information over and over by community leaders. There is also the element of using testimonies which is pointed out by Kalyango who has been in practice and seen situations like birth control pills being introduced and then acceptance built. He explains by saying;

“In Uganda it has worked in most of the cases like this people work more by testimonies and you find out that is why the churches are growing. People testify that it has worked for me other than the company just beginning inquiring and asking what would have the company said. However when you give one person within the community and that member utilizes and explains how it works you find out that they do not need a lot of convincing and you find that it has worked within the community and then people will adopt it” (Kalyango, 2009).

The executive director points out; “Part of the problem is, if it was a high status product and if it comes down to the whole status thing even low income people would scrunch but still find a way to get some and when they could use a public phone or whatever because having a phone is high status” (Laker-Ojok, 2009). The low income group’s aspirations are very high and they strive to have products that the higher income group has (Oketcho, 2009). Additionally, a school teacher had also discovered that a another school his daughter attempts to was using a different kind of unique filter that was bigger and had four taps, he stated; I was so impressed I also talk to the deputy and told him about this other filter, he also got excited and said I am also going to inform the head teacher of my village school to also get that one. I am not bias in any form only that I have noticed how effective the other one is” (Okurut, 2009).

5.10 Values and attitudes
“Questions are being raised within the community; it was on the quotation to purifying the water to the level that the bacteria are really killed” (Kalyango, 2009). People believe more that boiling the water will kill the bacteria other than just using the filter. At times they tend to believe that it works however the degree of doubt that it actually work is much higher, he comments; “The bacteria can only die due to the adjustments in temperatures if it is beyond 100 degrees”. The patients know that water only becomes pure and safe for drinking if it undergoes boiling. Society’s doubts have resulted in the health centers using two methods of preparing the water. First the water is filtered two or three times and after that it is boiled and then given to the patients. The patients tend to ask “But how does it really kills the bacteria” (Kalyango, 2009), they are skeptical towards the product and its function, they fear of drinking the water (Okurut, 2009). Biringi claim that people fear to be sick. Kaniime also pointed out that people preferred boiled water and are skeptical to the water they are being offered (filtered). She further commented; “I boil water in my own house and I use the filter but at first I was afraid to get the flu”. She further expressed “We know that any water is contaminated and needs to be boiled before being used” (Kansiime, 2009).

One teacher also pointed out that people are very skeptical about technical product and there are mixed feelings about it. They say; “But how does this thing really work, don’t you
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think that when you pour the water and filter it the germs can escape through and still be in the water” (Okurut, 2009). As far as promoting the water filter thru education and information one respondent had concerns; “How do they really explain that before they were teaching people in school that the safe method for making water safe for drinking is thru boiling. And now here is the technology that says that even without boiling the water is safe” that is where the real debate has been around (Kalyango, 2009). There is also skepticism concerning the explanation (scientific explanation) of how water becomes safe after filtering without physical evidence.

Some even say that if the silicon ingredient in there is poisonous to the bacteria then it may be a product that can cause cancer and concepts like; “Don’t you think those things are harmful to use” keep emerging (Kalyango, 2009). Okurut states “People in Uganda normally take time to perceive something when they know it is from abroad.” It takes a long time to understand that the filter is a good product however after people have gotten the benefits of the product they normally notice and accept it (Okurut, 2009). The project manager comments that the traditional thinking has to be gradually worked on, one has to change the attitude and perception of the people (Oketcho, 2009). The local attitude is conveyed in a study concerning water sources whereby one interviewee quotes when asked about attitude to drinking water from unprotected sources;

“Very few. I don’t know how God created them. That God just helped them, because they don’t boil. They are lucky” (Tønnesen, 2004, p. 98).

Most people in Uganda are not used to the taste of chlorine whereas in the US and Europe all the water is chlorinated which makes it safe to drink directly from the tap, people are used to the way the water tastes. In Africa the water is not chlorinated which is why it is not safe to drink. However, when it comes to using chemicals for cleaning water and getting the right dozes etc. people do not like the taste (Laker-Ojok, 2009). A head teacher pointed out that her husband does not trust or believe that the water filter works 100%. The reason why he does not use it is because, chemicals for cleaning the water that was being used before had made people sick which in turn has made him skeptical about the functionality of the product (Kansiime, 2009). Many of the responded had clearly expressed the bad taste and smell chlorination and tablets used for purifying water has. People do not trust tap water and the usage of tablets and other means of purifying water smells bad and kills the neutrality of water (Biringi, 2009). Quoting Kansiime; “First and second class where I live automatically boil water. We know that any water is contaminated and needs to be boiled or filtered before being used”. Okurut believes that chlorine will be a problem in the future. People that live in the urban areas consume and use a lot of foreign things in the food they eat and prepare where of people in rural area don’t. The person in the rural area needs to be convinced that a new foreign product is of great value for their life (Okurut, 2009)

The observations mentioned above are also evident in a study conducted in central Uganda where by attitude and beliefs to water sources were being investigated. Evidence from the study showed that, people rather not choose chlorinated water (piped water) due to the taste. The use of chlorine is probably an important reason why piped water may taste salty
and smell offensive. It is therefore an important source of discontent. One respondent from the study said;

“People simply do not think that piped water tastes good. Piped water is sort of salty. It is not good for drinking.” “Water from the protected spring is considered safe. One can even drink it without boiling it, compared to piped water which has chemicals” (Tønnesen, 2004, p. 92).

Additionally another respondent responds about whether he has experienced problems about using water from unprotected source this way,

“I don’t face a lot of problems with the water. The only problem is that the water does not have the taste like the water from the protected spring. That is the only problem I have. We Africans are people who have grown with this culture of drinking that kind of water. There is no bad problem with it, there is no problem actually” (Tønnesen, 2004, p. 99).

Furthermore this quote from a respondent illustrates the importance of visual appearance in quality assessment:

“I just look at the water. If it looks colorless, I determine the water to be clean” (Tønnesen, 2004, p. 98).
6. Analysis

This section presents the analysis whereby the authors relate the theories presented before with previous data and findings presented above in order to be able to answer the problem statement and fulfill the purpose of their thesis.

6.1 Product

Jobber point out that a product is anything that is tangible and that is capable of satisfying a customer needs. Looking at the situation in Uganda and from the Baseline report it shows people in rural areas do not have access to clean drinking water. Therefore we can see CrystalPur as a tangible product that can satisfy customer’s needs. There is a need for safe drinking water and CrystalPur can provide that. Jobber further states that a product that does not fulfill its function will be rapidly rejected by consumers. The general response when it comes to the product per se is that it is a good product. The filters have been tested and approved by the Uganda National Bureau of Standards which thus confirms that it fulfills its functionality. That the schools and health centers are using them also verify that the product fulfills what it says it does since the filtered water is given to school students and patients.

Ghauri points out that it is the perception of product characteristics by the customer that is crucial to the evaluation and not the marketer. Ehmke also argues that it is important that the product offering meets the needs of the particular market you are targeting. This indicates that the product has to fit with the customer’s perception. Considering the relative advantage good reviews were given. Not having to boil water because one can use the filter is seen as positive by the respondents. For institutions like health centers and schools boiling water means heavy expense. One respondent pointed out that the filter is unique because it gives safe water without any application of chemicals and it does not change the taste of water, something that has been a problem with tablets and other filters. The points mentioned above are some relative advantages CrystalPur has. However we can see that it is not compatible with the respondent’s view of boiling water. A health official stated that water is still being boiled to eliminate micro organism due to people’s doubts. Also the executive director points out that the average person on the street does not believe that the product (filter) actually works and that it is very hard for most Ugandans to think that one could get safe water without boiling it. Additionally one respondent indicated that both boiling water and filtering are equally good. Again a school head teacher both filters and boils water at home. All these indications imply that the users may not consider filtering as better than boiling. Ghauri points out that the more a product matches with current cultural values the greater the perceptions of the product can be. Therefore it shows that the perception of the product does not fully match with current cultural values, in this case the attitude of boiling water. This also shows that CrystalPur encounters a degree of market resistance.

The degree of complexity associated with the use of CrystalPur can be seen as relatively high considering that the product is targeted to low income consumers. Based on the findings it has been indicated that for a user to understand how to use the product a demonstration is needed, “It is not easy to tell somebody how it works you can only show” stated by one respondent (Biringi). Even when one is to purchase it from the retailer it would be necessary
for the retailer to explain or even demonstrate how the filter is to be used. Ghauri though says demonstration can be used to alter the characteristics of an innovative product and increase its rate of adoption. This can also be related to unintended meanings that the customers might not understand what the product is all about. Demonstration and explanation of the product and how it works bring clarity to the customers. One can also see the complexity of the product based on all the requirements, given on the instructions papers of the filter, a customer has to follow. Several steps need to be completed in order for the product to work properly and effectively. Sometimes what the company publish (brochures, pamphlets, press, etc.) about a product and what the consumer experiences with a product does not match. The benefits of the offerings that the company communicates may not live up to consumers’ expectation about the product. The consumers (health center and schools) experience the filter as having a slow flow rate while the company through publicity in the press is advertises the filter as suitable for schools and health centers, etc.

With the filter being donated to schools and health centers we can thus see this as a trial of the filter. After the respondents (health center and schools) had tried the filter (trialability) they experience the filter as having a slow flow rate while the company is marketing the filter as suitable for schools and health centers, etc. “The only problem that I have realized the filters are relatively slow in making the water clean”. Due to its slow rate people are not willing to filter the water two or three times a day just to get drinking water. Moreover we can see that the size of the filter was conveyed by the respondents to be too small, thus requiring an increase in size of the filter. Another point made was the fragility of the filter, while cleaning it great care has to be taken to ensure that it does not break. The mentioned points above could thus lead to the product being less accepted by the target audience.

6.1.1 Design, quality and packaging

Ghauri points out that elements associated to products may lead to customers being attracted to it or even sometimes it can cause the product being rejected. As mentioned previously the finding shows that the customers are concerned about maintenance and handling of the filter. In this case we see that the people using the filter viewing their concerns about the fragility of the filter. According to Kotler design is everything about the product, its function, look and durability. In this respect we already see that there is concern about handling the filter. Further more for better maintenance and performance the filter has to be cleaned after every filtering. This means physical handling of dismantling the filter to be cleaned and then putting it back again for next use. This process if not handled well may affect the function of the filter thus making it less desirable by the customer. This however will affect the customers’ quality perception of the filter as well as the expectation. The theory points out that the customer will be pleased and accept a product and even consider it to be of high quality if it fulfills the customers’ expectation. An aspect that affects the filter as a product in its totality is that two containers (buckets/jerry-cans) that have to be used to be able to perform filtering. Since the containers are not marketed as part of the product and the consumer is required to get the containers separately which in turn can jeopardize the aspect of hygiene. This however may also lead to the customer not being pleased with the product and blaming that it has not fulfilled its function. Thus thinking the product is of low quality rather than the customer not properly using it. This was viewed by Okurut as not
desirable (getting the containers separately) saying people prefer to have a complete solution (a package). Kotler & Keller even points out that the functional components of packaging must be chosen correctly if it is to satisfy the desires of the consumer.

According to Ghauri a customer usually evaluates a company’s product relative to competing products. Based on the findings we can see that in comparison to others products on the market such as tablets and other filters the respondents favored CrystalPur. This because none of the respondents have had a good experience with other product for purifying water and after using CrystalPur has pleased them. Ghauri further states companies’ need to focus on customers and their products have to be appealing and well designed. CrystalPur water filter is relatively small equipment weighing less than half a kilo which makes it suitable for household which is the intended target group. One of the factors used by customers to judge the quality of a filter is the flow rate. It is mentioned in the information about filters that most have limitations in terms of either delivering a sufficient flow rate. CrystalPur has a relatively high flow rate compared to other filters on the market which makes it more desirable. It delivers 4-6 liters of drinking water an hour compared to traditional filter that delivers 1-2 liters per hour. However the findings revealed that there are complains about the flow rate. One respondent had while visiting another school came in contact with a filter that he thought delivered a better flow rate. But this filter was designed to deliver a higher flow rate. Mr Oketcho though argues that if people are not satisfied with the flow rate then they can use more than one filter that way the problem of how much water is deliver by hour is increased. But this also means investing in more than one filter which requires more handling like cleaning and the customer may not be willing to do that. Customers might also see the product as not fulfilling their expectations, such as in the flow rate issue.

6.1.2 Durability and handling

This aspect of product overlaps with the design and quality aspect. In assessing function and quality of a product it is inevitable to measure durability in terms of function and quality which concerns the performance of a product as well. Ghauri refers to the functional element fulfilling customers’ expectation, while Kotler takes up the function and durability as being vital to the customers’ perception. CrystalPur is said to have a life span of 6 months though it should be noted that this criteria is determined according to filter information, by handling and maintenance as well as the condition of the water being filtered. These issues have to be clearly communicated to the consumer so that they can make good judgment of the product. Although CrystalPur employs a method of back-washing according to house hold water filters, regular cleaning of the filter and container is required to keep a high level of hygiene. Because of all these requirements about hygiene the consumers worry about maintaining safety of the water. Okurut states, “However the water can still be contaminated if one has an open jerry-can. Now how do you provide part of the equipment and leave the other how are you sure that the other one improvised is safe”. Kansiime also points out, “Other than people using it properly, it needs cleanliness; you need to be extremely clean”. Also another element that is important to the function of the filter is that it is impregnated with nano silver particles for optimal bacterial removal. However this element of the filter has not received good reviews from the respondents as indicated by their concern that it may cause cancer. While others still are doubtful about the ability of the filter to kill bacteria without boiling.
6.1.3 Brand name
According to Kotler a product’s name can function as an identifier of the brand to the consumer. However in the case of CrystalPur the brand does not carry much weight since it is unknown. It is rather the product itself that carries the most weight as pointed out by one respondent; “I can’t not tell you exactly because the name does not come with it but I can demonstrate it” (Biringi). This shows that the name CrystalPur does not have much meaning to people. This can also be seen in the findings when the respondents were asked about other products on the market they rather referred to the product itself (tablets or other filters) rather than their brand names. This shows that the products function is more spoken about or what comes to peoples mind rather than the brand itself, especially for the target group. Even though the product has been promoted in several different ways with the logo CrystalPur, it has been hard for the brand to create a strong and favorable impression especially if the customer does not know what the promotion or the product is about. This in turn leads to the target customer ignoring the brand and the product.

6.2 Price
According to Farrall & Lindsey a company should first consider if the customer has enough money to buy a particular product and if the customer perceives the cost of the product to be fair or is it too expensive. Looking at the current price of CrystalPur, 11 US dollars, the respondents clearly stated that it is too expensive and that the price is too high for the rural Ugandans. The target market can clearly not afford the water filter, thus indicating that the customers are very price sensitive. As pointed out by one head teacher (Biringi) claiming that in most cases the price is higher than a pupil’s parent’s income. The parents are poor and cannot afford the water filter “the issue is that some class cannot really afford it”. Ghauri states that the price of the product must reflect the quality/value the customer perceives in the product. The management clearly pointed out that the filter is far the cheapest in comparison to other methods of preparing water and contributes value to the customer. From the findings we can see that due to a limited budget the low income earners would prioritize other things over the filter. As stated by Kalyango, people will utilize the product to the rate of something that is the cost of one dollar. Thus showing the importance and the need of having it is perceived to be low. This indicates that the price scares the customers away. The price of the filter as shown by the findings does not reflect the value the customer perceives of it.

From the findings it also shows that people are willing to take the risk of becoming sick rather than spending 11 US dollars upfront (almost the same price as for treating water born diseases) on a filter that can provide them safe drinking water. Kotler further explains that demand for a product is closely related to how the customer perceives the various attributes of competitive products. 89% of the household boil water, from the findings we can see that boiling water is equally good in their opinion, if not better, to filtering. Boiling water could thus be seen competing with filtering as well as bottled water. As pointed out by Kansiime parents do not see the need to buy the filter if their children have been surviving on stagnant water. Therefore additional cost to already used methods of preparing water is not included in their budget. The households (72%) buy charcoal (5.5 to 7 US dollars) to cook food, that for some last for about a month, which is a necessity that is additionally used for boiling water.
Adding extra cost to the price of a bag charcoal would push the cost up to 16.5 to 19 US dollars (filter + bag of charcoal). On top of that if they have to buy the jerry-can (11 US dollars) or a bucket (8.25 US dollars) to be used for filtering would push up the price even higher. According to Okurut the low income earners cannot afford all these expenses. Therefore it shows that the rural poor think more in the short run and surviving for the day rather than the long run since they do not see that 20 000 UGX (11 US dollars) could provide them safe water for a whole year, which is also evident in the fact that people rather buy bottled water for 0.24 US dollars on a regular which is about 87.6 US dollars a year. Therefore one can see that the households feel that buying charcoal is considered to provide more benefits for a month, cook food and boil water, than a filter that cost more and only provides clean water. The price of bottled water in comparison to a filter looks much cheaper, 0.24 dollars against 11 dollars. This thus shows that people prefer at the moment the cheaper solution to their problems. This shows that the low prices are more attractive and preferable, but also because the products (bottled water) and solutions (boiling water) chosen are seen to be more effective than filtering water. Additionally, due to people doubting the filters functionality we can see that this puts the price of the filter at a disadvantage. Given that people within the community consider the price to be too high as also stated by the executive director “Most of the low income households would think the face value of the filter is expensive”, the once that have used the filter thus points out that it is valuable object to have, however none of the respondents own a filter themselves.

Kotler & Keller stresses that a company needs to understand the price sensitivity of their customers and prospects and the tradeoffs people are willing to make between price and product characteristic. The benefit the customer would get is a product that can provide safe drinking water for six to twelve months that is cost effective in the long run. However, from the finings the tradeoff between the product characteristics and the price is shown to be not strong enough for the customer to acquire the filter. Looking at the respondents that have tried the filter and given comments that the rural poor cannot afford the filter they all see the value of it and its goodness (providing safe drinking water). This shows that the filters value perceived by the respondents was only evident after the fact that they have used the product. One can thus point out that the customers can only perceive and evaluate its benefits once it is tried as indicated in the following quotation;

“It is not that expensive compared to the advantages it has but I’m telling you about the sense of owning it, people have not yet owned it as something important in their life” (Kansiime, 2009).

However Kansiime also points out that “I do not have the intention of buying it” and the price of the filter is to expensive if schools are to buy them after the ones donated have broken down. Clearly pointing out that the price of the filter is a problem for most households and those facilities that have to buy more than one filter even though they perceive the filter to be of good value. Baker further points out that price justification can at times rely on the ability of the marketing and sales people to convince customers of the economic benefit of the product. This is one aspect the management says to be doing. They communicate to the customer the benefits of the filter from both an economic and a social standpoint. Based on the finding illustrates that the customers still finds the filter to be too expensive and they end
up not buying it, thus indicating that the economic standpoint the company is trying to convey is not convincing enough for the public in order to lead to a purchase.

The executive director stated “By comparison the filter is very cost effective but people don’t think in those terms. If people would rationally think (in terms of price, own addition) it would make a lot more sense”, in comparison to other means of preparing water the filter is very cost effective in the long run if one looks at all the figures and calculates the expenses compared to its life span, and it also provides safe drinking water. As explained by the project manager, taking a potential customer thru the lifespan of the filter and explaining at what price he/she can get the water for makes them see that it is not actually that expensive but that it is rather a quality product. However, looking at the information provided to the public and posters put up one can see that this is not explained or stressed in the messages or demonstrations made by the company. On the flyers and brochures in terms of expenses they only stress that the filter is cheap, that it saves money and time and that the filter does not need any electricity. Hence we can see that the customer can only realize the value of the filter and how cost effective it is if one explains to them face-to-face and shows him/her figures and calculation, but this information can however not be retrieved from the flyers and brochures. As for the school and health center they mainly stress the importance of good hygiene and how the filter is functions and how it is used and not the cost attached to it since some respondents did not know how much the filter cost until told “I don’t know how much they cost” (Kansiime). This however indicates that the company does not stress the cost effectiveness of the filter in school since they pointed out that it was expensive. A respondent, a doctor, does not use the filter at home but rather boils water for free. This therefore shows that even though somebody can filter water for free, they will prefer boiling over filtering.

6.3 Place

It is important that the product is being distributed efficiently and effectively by the company at the right place and at the right time. The filters are being sold in Kampala, which is the densest potential market in terms of population density. This can be seen as a good place to start since it can faster increase and spread product awareness. CrystalPur is only available in some shops, in small quantities. Thus showing that the company sells to the target audience thru an intermediary rather than selling directly to the customer. Selling thru an intermediary can provide a wider distribution while decreasing pressure of handling your own distribution system. Based on the finding the company has not managed to achieve wide distribution of the product for several reasons.

The filter being unknown and the demand for the filter being low has hindered the company to use an intensive distribution strategy since well-known supermarkets only want to carry products people will demand but also they rather want to buy in large quantities. Here we can see selling via a retailer (producer-retailer-customer) has not been possible for CrystalPur to do because of the conditions well-known supermarkets had, something ATU cannot fulfill. Therefore we can see that a more selective distribution system has thus been used. Here we can see that the company sells thru a wholesaler (distributor) and a retailer (producer-wholesaler-retailer-customer). The distributors who have a contract doing the selling of the
product wanted shopkeepers who were willing to carry the product in their shops and do promotional activities for the filter such as hand out flyers, brochures etc. The theory points out that this type of distribution channel is more suitable for small producers who product is narrow and that require promotional support of the wholesaler. However due to the shopkeepers not having enough resources for promotion or display of the filter has resulted in the company not fully being able to exploit this channel of distribution. This also shows that the company poses less control over their own distribution system thru the use of intermediaries. The retailers chosen however have been trained in the technical handling of the filters including installation and maintenance as well as sanitation and hygienic practices which according to Kotler & Keller is important after one has chosen a distribution channel. Training retailers was also indicated as important by the respondents. It in turn allows the retailers to educate the customer about the filter and demonstrate how it should be used and handled.

Ghauri & Cateora points out that the product offered by the company needs to be available to the target market in an efficient manner. Based on the findings none of the respondents knew the exact shops where the filters could be bought, but few state that the filter could be found in any supermarket nearby based on the printing on the flyers they have received which indicate that the filters are available in supermarkets and drug-shops. Here we can see that the flyers and brochures provided to the public stating that the filters can be found in supermarkets and shops are shown to be incorrect since they are only available in some small shops. The information is also confusing to the customer, which can also be seen where one respondent referred his patients to the company’s headquarters as the place where they could purchase the filter.

6.4 Promotion
It is important for a company to have a clear and a consistent message targeted to a specific audience. The main message CrystalPur is conveying is that it can provide safe drinking water. However one respondent pointed out that the filter would be accepted if it was approached and promoted from a scientific view point rather than a technological view point. According to him the messages lack that linkage. Thus we can point out that the current message may not be strong enough to catch the audience attention.

The way the product has been communicated is by demonstrating how the filter should be used and at the same time educate on personal hygiene. The theory points out a product that is new and technically complex, also the view of the respondents, requires thus more personal selling. Here we can see clearly that it allows the company to create awareness by showing what they are actually selling and how it works. Moreover one could see the characteristics of personal selling and sales promotion, here the key role is to promote the product as well as provide the customer with information about the product and how it is used, as ATU is doing. This in turn allows the customers to know the products functionality and how it should be operated right on point. The theory also says that this in addition allows the company and customer to build a relationship where valuable information can be obtained about the customer or if any market change has occurred. However we can see that the company has not initiated to build relationships since they have not returned to do any
follow up on the filters in schools and health centers in order to gather information about customer’s opinion about the filters after it have been used. Thus showing that information that could be valuable in case of if product improvement is necessary thus being lost. As pointed out by Ghauri a message may not get through because the marketer did not correctly assess the needs and wants of the target market and a general lack of knowledge about the target market. Here we can see how not gathering information from the respondent and their opinions will not allow the company to see whether the message and product being communicated is correctly corresponding to the customer’s wants and needs.

However an important point here is that the demonstration of the filter has only been done for schools and health centers where the filters have been donated. This has not been the case for the regular customer. For those advertising has been used as a means to reach the target customer. Here we can see that the target audience the company is trying to reach could consequently be less receptive towards the filter than other methods of preparing water by not educating them through seminars or trade shows which according to the respondents is necessary. Customer accessibility however is much easier in the case of reaching schools and health center rather than reaching and gathering information from the target audience. This would allow for valuable and easy access to information to be retrieved about the market and opinions about the product, additionally what promotional activities work and which does not work in effectively reaching customers in Uganda.

6.4.1 Advertising

The theory points out that a message may not get through because of media inadequacy or because the target audience may not understand the message. Based on the findings we can see that the message being communicated in terms of billboards and ads is not easily being understood by the customers. This is pointed out by one respondent that comments that the posters along the road side where not easily identifiable to the product unless one had knowledge of this product. This can be the result of the low literacy level in the rural areas in the country as pointed out by Ghauri stating that low literacy in many countries seriously impedes communication. Ghauri further stresses that using print media when the majority of the target market cannot read are ineffective media channel selection in the communication process. The low literacy rate in Uganda also shows that it hinders the company to properly reach the target customer and also it hinders for the message being presented and communicated to be understood. This can also be proven based on the comments given about the product after it has been used, as pointed out by the respondents “It is more effective if you show people how to use it, demonstration”, “It is not easy to tell somebody how it works you can only show”. Not only does it indicate that explanations and information about the filter being promoted are hindered to be understood due to low literacy rate in rural areas in Kampala, but the information is not sufficient enough in order for somebody to understand how to use the product by just reading about it or by seeing it on a poster. Ghauri states that feedback on the message being communicated allows a company to correct errors before substantial damage occurs. Here we can see that the points mentioned above are not information the company has taken the initiative to gather from the head teachers and health officials that could further be used so as to better present and communicate information about the filter.
To reach the low income earners we can observe that advertising has been the means used such as TV, radio, billboards and print ads in order to create awareness. However we can see from the findings that none of the respondents have seen any ads on TV and most have not seen any poster or billboards, “Regarding the advertisement about the water filter I have not seen or heard”, “I have not seen the filter on TV and radio programs”, “There is lack of information” “people don’t know about the filter they have not been educated about it”. This shows that using advertising as the major means of creating awareness has been difficult in reaching the target audience in Uganda. According to Ghauri a message is to reach the customer it requires thus the marketers need to carefully select message channels. Here we can see that the company has chosen as many promotional activities as possible in order to create awareness and reach a large scale of the population. Ghauri further states that reaching a certain sector of the population can be difficult therefore it is necessary to turn to a multimedia approach. CrystalPur is promoting the product through several different channels as mentioned above which however according to the respondent is not effective enough because the respondents pointed out that the product is easier understood if one is taught how to use it. If one is not familiar with the product or has not been educated about it is hard for the target customer to know how to operate it. Based on the information gathered from the respondents one can therefore see that the current promotional activities lack proper explanation that is easily understood by the target customer.

Ghauri also pointed out that one needs to use verbal media as a means to reach the target customer. CrystalPur uses radio and TV as a verbal media that according to Kotler & Keller reaches a broad spectrum of customers and is seen as effective in the way that it vividly demonstrates products attributes and its benefits however the executive director said that there are not really any experienced advertising experts that can lay out an advertising strategy in Uganda. Also she states that the billboards, news items on the TV are not terribly impressive. From this one can see how the message being communicated via verbal media is not adequate enough to catch the customer’s attention. Due to the poor quality of the commercials and billboards thus hinders the company to clearly explain the products functionality, attributes and its benefits. This in turn also hinders the customer to know what the product is about.

Kotler & Keller points out that it is very important that the picture, headline, and copy are clearly transmitted and that the picture is strong enough to draw attention and that the headline reinforces the picture and leads to customer reading the copy. Brochures and pamphlets have been handed out which is also a means of promoting the product. The flyer explains the benefits of the product in the shortest form and shows a picture of a women filtering water. As mentioned previously one of the respondents pointed out that the posters along the road side where not easily identifiable to the product. This shows that the posters and flyers are not distinctive enough to draw the customer’s attention and make the customer curious about the product even though the low literacy rate in the country exists.

Ghauri states difficulty of reaching native populations of developing countries cannot willingly be reached through the medium of advertising. It shows that communicating the product through TV and radio is not sufficient enough; “Advert through the television and the radio...
alone is not enough” even though majority households listen to the radio and not many watch TV. According to Ghauri using television as a medium to reach customer when only a small percentage of an intended market is exposed to TV is ineffective media channel selection in the communication process. A respondent pointed out “The low urban income earners can be reached by TV while for the rural poor low income earners, sensitization is more appropriate” thus showing that it is hard to reach the target audience via TV commercials. The theory also points out that when a budget is small or where there are severe production limitations (poor quality printing and a lack of high-grade paper), creativity becomes especially important. Even though the management pointed out that they had a limited budget to establish CrystalPur on the market, we can see that the ATU rather choose to use relatively expensive means such as TV, radio, billboards, which was also expressed by the executive director to be of poor quality, in order to reach the customers. The respondents pointed out that thru drama festivals, theater, communities etc. would help to build acceptance of the filter. This also shows that the company has not been promoting the product in other ways than advertising.

One aspect we can thus see is that the school teachers and the health official talk about the filter to the student’s parents and patients, which further on pass the message to their parents and their surroundings. A head teacher pointed out that she had advised other people within her surroundings about the filter and explained to them what it does and how to is used. Here we can see that word-of-mouth being an effective tool of promoting the filter whereby the message and information about CrystalPur is being spread within the communities.

6.4.2 Public relation
The executive director points out that the donation given to the schools and health centers is being used a means to promote CrystalPur this additionally enhances the company’s reputation. Getting publicity in the newspaper was seen as a good way by the executive director to convince people to buy the filter. The theory says public relations gives the company a helping hand both for the public and the media so they better understand how the company works but also to make them stand out from the crowd and appeal to both the public and the media. According to the executive director the school donation gave the company an opportunity to get news paper coverage in a way that one cannot get news coverage of a new product. This in turn also allows ATU to create a positive image with the customer. Also referring people to the Bureau of standards to confirm the results and the health authorities thus enhance CrystalPur’s credibility and reputation. Educating schools and health centers how to use the filter and developing awareness can be seen as a part of public relations efforts to promote the product.
6.5 Culture

Ekerete states that the effect of culture on marketing activities can be relatively profound since the values, norms, beliefs and traditions could influence both individual and societies’ behavior. Being aware of local culture can save a company many pitfalls that usually occur when local culture is ignored. In the case of CrystalPur we see that boiling water or using water from the source without treating is common indicated by the findings. Ghauri advises that when designing a product it must be acceptable to the present society in terms of styles, uses and other related marketing activities if it is to be effective and meaningful. Regarding marketing activities the respondents highlight the use of local leaders and testimonies as being effective in promoting new products however CrystalPur has not considered using these methods. This in turn has resulted that the current marketing activities have created doubts and skepticism about the product. Additionally Kansiime pointed out that people preferred boiled water and are skeptical to the water they are being offered (filtered) thus showing resistance to acceptance. Ghauri even points out how important it is for marketing effort to become part of the fabric of a society hence fitting with the norms and practices in that particular society. In the case of CrystalPur we can see that the marketer’s poses factual knowledge since they know that people want their water to have a particular taste and that boiling is the most used method of preparing water. The Baseline report (market research) being conducted shows that some knowledge of the market has been gathered and learned such as what methods are used to prepare water, the expenses of it, medical expenses of water born diseases etc. Based on the findings the interpretative knowledge such as the attitudes towards boiling water in comparison to filtering has not been appreciated and fully understood. The theory states that understanding the locals, the ones that understand the culture best, is the most effective answer to the culture barriers a marketer faces. It thus gives them an advantage of acquiring a degree of empathy and knowledge of their culture which could thus be incorporated with marketing efforts. However we can see that the marketing efforts correspond more to the factual knowledge rather than the interpretative knowledge which is more essential in this case.

Usunier & Lee argue that a product can be low in culture context or high in culture context based on shopping for it, buying it and or consuming it. With the water filter it is the consumption element that relates to the cultural context. Replacing boiling with filtering is an issue that the target market has to come to terms with. From the findings the consumers are not ready to replace boiling water with filtering. Two major issues are evident, one is to do with the consumption situation and the other is the product attribute. The consumption issue is shown in the attitude towards the safety of the filtered water which will be discussed later. The product attribute is related to how the filter functions. How the filter eliminates bacteria and other micro organism still puzzles many individual in the target market.

6.5.1 Language

Considering the impact of language on consumer behavior when it comes to buying products, in central Uganda where the water filter is being promoted, the local language is Luganda. However the majority of the population can speak English which is the official language. When it comes to comprehending written text in English the situation is different. This is enhanced by the fact that the water filter is a technical equipment thus the use of
scientific/technical language may be difficult to avoid therefore affecting the understanding of the product by the target consumer. In this case the marketer may use pictures in advertising instead of written text. From the finding we observe that the advertising material for CrystalPur is formed such that that pictures are used accompanied by text. In order to capture the local imagination local language is used to promote CrystalPur. Also the picture used in advertisement is of indigenous people. According to Ghauri it is important for a marketer to understand the difference between written and spoken language. In this respect verbal communication is preferred to script as there are diverse languages in Uganda which does not easily facilitate direct communication among communities. The respondents were positive about the use of local language in brochures and pamphlets since it allows them to directly communicate to their social network that may not be able to understand English. The use of local language also eliminates the need to translate which may lead to distortion of information.

6.5.2 Education

Ghauri points out the importance of the knowledge of literacy level of a targeted market to a marketer. This is important because it determines the marketing effort, the techniques used and the suitability to the targeted group. Although the literacy level of the target group is relatively low the company uses multiple channels like the press, TV and Radio to reach the target customer. Entering a market with a rather low literacy level requires the marketer to become the educator. According to Nawanga the gap between rural and urban area in adult literacy in Uganda is evident. Additionally a report from Rural Women Empowerment states that usually in rural areas the gap is larger and literacy rates are lower. As stated by one of the respondents the literacy rate is rather low. Theory points that a company that is introducing a new product is also influencing a culture therefore they need to become educators whereby they have to show how the product is to be used. Consequently with the low literacy rate existing in the target market, the management group of CrystalPur has embarked on a task of educating the public through schools and health centers about the product. This is shown by the numerous demonstrations of the product carried out by the project manager. The necessity to demonstrate is pointed out by Oketcho as he highlights the importance of direct communication since people do not know how to read and follow the instructions. Another respondent also states that, “people in Uganda take long to perceive and understand what is good for them”. Additionally one head teacher pointed out that information always comes from above in most cases from the known (the company) to the unknown (consumers), “A person that does not know cannot make a demonstration of what one does not know”. This shows that one needs to be shown how to operate the product if one is to further be able to show others. Here we can see that the information is reciprocated through these channels. The health officials educate the patients who visit the practice and the students and teachers educate the parents. Hence the local community’s participation in the effort to promote the product is achieved.

6.5.3 Social institutions

According to Ghauri how a promotional message is aimed should reflect the social organization in the target market. As indicated by the Uganda National policy, it is educational institutions, work different groups and intermarriages than enhances the social
unity and understanding of the different cultures. Based on this evidence we see that through the schools and health centers CrystalPur is being promoted to reach a wider audience of the target group both directly and indirectly. Directly the company interacts with the schools and health centers (through the demonstration) and indirectly the parents and the social network gets to know about the filter through the students, teachers and patients telling their family members. Hence the use of social organization enhances the promotion and helps to build trust for the product. A family bond in Uganda has a strong influence on behavior. One of the situations is indicated by a head teacher who wanted to begin using the filter at home but the husband was against it so the family had to use the means of boiling water.

Referring to Evans the product category will also depend upon the influence of the reference group. These groups tend to have a strong influence of decision, choices made and behavior. Considering that the water filter is a product used to promote healthy behavior (prevent water borne diseases), the health centers play a vital role as a reference group. The level of trust from the community for their services is quite high. Patients having doubts and hearing rumors about the filter being dangerous here we can see people using health officials as their reference group for advice and opinions about the filter. The school being an organization promoting learning is also a reference group that influences on individual behavior. The level of interaction here is high involving different individuals with different cultural background thus a heterogeneous group. The teachers point out how parents get involved when they learn about the filter through their children. Besides the children being involved consequently also influence their parents. Furthermore we can see the teachers as a group of individuals that can influence parent’s behavior when they have parents meeting. As Okurut pointed out that parents see the teachers using the filters in their own office and they discuss about it, them being teachers, knowledgeable and educated thus makes the parents see them as more creditable, trustworthy and as influential individuals. The findings also shows that schools have influence on each other, this is evident whereby a teacher discovered a different filter they use at another school “I was so impressed I also talk to the deputy and told him about this other filter, he also got excited and said I am also going to inform the head teacher of my village school to also get that one”. Here we can see the influence members have within their network but also how social institutions have influence on each other.

Kalyango pointed out that in Uganda churches are being very influential on people “In Uganda it has worked in most of the cases like this people work more by testimonies and you find out that is why the churches are growing. People testify that it has worked for me”. This can also be seen as sub-cultural groups that have impact in determining peoples buying behavior. The theory points out that there are groups to which we aspire to belong to or at least indentify with. Here we can see religious groups interacting within their community sharing beliefs and experiences as a means to help others improve their lives. This in turn shows that religious people have more influence and are seen to be more reliable due to their religious beliefs and devotion to God. In other words people use them as sources of beliefs, values and behavior. Here we can see people taking their word for something they say is good or has worked for them thereby the members of the church will also use it or adopt it. Thus showing the strong power and influence church members have on each other.
Additionally the findings show that in Uganda different communities look up to traditional/cultural institutions for their identity, where this in turn facilitates these institutions to support culture and use it to mobilize people for development. This also shows the importance of togetherness within the cultural groups and groups within the communities that individuals look up to. Thus we can see that people indentify more to their own groups they belong to and seek for advice rather than living individually and secluded. The role of groups and belonging to one are more evident in Uganda. The theory states that depending on the product category will also depend upon how much your reference group will influence you on your buying decision, if it is a privately consumed luxury then there is a strong reference group influence. As the findings show the filter is seen as a luxury product, privately consumed, that is quiet expensive for the households and something they talk about within their communities. Thus illustrating that here the reference groups have a strong influence on their buying behavior since they turn to them and talk about the filter and seek for their opinions and thoughts about it.

Both the schools and the health centers are social institutions being used by the company to reach the target group. However from the interview there was indication of lack of use of the local institution. This institution is considered to be rather influential on the tradition level. With the fact that the filter is being targeted to low income house hold, which may greatly be influenced by the local institution, not focusing on this group may be negative in the sense that a group that is influential is being ignored. Kalyango points out that despite the right information being conveyed to the community, members are still affected by rumors about the filter. One respondent indicates that if local community leaders are used to convey messages it becomes effective because they are respected among the community members. Furthermore, using community members as testimony as been cited by Kalyango as being effective in the launch of birth control pills. He also thinks this method is better. Thus we can see teachers, medical staff, religious leaders and children being important message carriers. Another respondent Okurut says that using local leaders to convey message enables understanding among the local community members. This point is further indicated by Evans stating, other group members tend to look to the leader for ideas and inspiration if they are less sure of their own opinions. Therefore all these arguments show the importance of social institutions in Uganda as a means of influencing people as reference groups.

6.5.4 Values and attitudes

The aspect of values and attitude influencing the promotion of CrystalPur is affected by the perception of the target group. From the investigation the most prevalent attitude towards safe water is that it has to be boiled in order to eliminate bacteria. This puts filtering at a disadvantage since it is a new method that does not use the same method that is inherent in the local group being targeted. The values and attitude can be a factor motivating resistance and preventing understanding of new and different approach. The degree of doubt as stated by Kalyango is high when it comes to filtering. “People” have the perception that water becomes pure and safe when it is boiled, “We know that any water is contaminated and needs to be boiled before being used” (Kansiime). A number of remarks have been given from the respondents that indicate this view. Kalayango explains how patients who come to the clinic are skeptical about filtered water so the health center has to boil the water to satisfy
the patients’ needs. Okurut a head teacher also explains how people do not want to drink filtered water because they are not convinced that it kills bacteria. Other experiences that people have had with water preparation methods like tablets (Waterguard), have not been positive and this in a way has affected their reaction to other products in the market like filters. The use of the filter is even clouded with negative believes that are detrimental to acceptance of the product. Kalyango comments that some even say that if the silicon ingredient in the filter is poisonous to the bacteria then it may be a product that can cause cancer. The existence of these perceptions has made it difficult for people to accept these new methods of water preparation hence causing resistance and maintaining instead the use of boiling as shown by the high percentage (89%). This is also shown where all the respondents still use the means of boiling at home rather than using the filter they have expressed to be of good value.

Ekerete points out that, values that people have affect norms, which specify an acceptable range of responses to specific situations. The findings show that boiling water is the norm that is acceptable in the community. Therefore based on the findings that 89% boil water one can see that this norm has been shared throughout the society which could be seen as a cultural value whereby other methods are seen not to be accepted by the society (chlorination and tablets). The theory states that culture includes all that we have learned in relation to values and norms, beliefs and religions, rituals and traditions. Here we can see that boiling is the method that has been taught in school as the right way of preparing water so it has become part of the accepted norm. As Kalyango stated that the patients know that water only becomes pure and safe for drinking if it undergoes boiling. Something one can see is embedded in their beliefs. The theory states the knowledge of the cultural values is of great importance to marketing because cultural values influence the behavior of most individuals in consumptions situations. Here we can see that the company is telling customers they can use the filter without boiling water which goes against what they know and have been though is the right way of doing it. The project manager Oketcho also admits that there is a need to gradually change people’s attitude and perception.

Ekeret points out that when cultural values shift so will the motives for buying products. Results from another study which was carried out by Tønnesen to assess people’s attitude to drinking water from unprotected sources, indicate that, some people believe in luck or God for not being afflicted with disease after drinking water from unprotected source “We Africans are people who have grown with this culture of drinking that kind of water”. Taste and color are also two elements that water is judged by for its suitability for consumption. When water is clear, people believe that it is clean and safe. The findings show that most people are against the taste and smell of chlorine, as mentioned above. The taste and smell weighs more against the safety of the treatment. However one could say that the filter has an advantage since it does not use chemicals. The respondents also comment that the water from the filter taste natural and is good. But never the less the filter seems to be put by most people (target market) in the same categories with chemical products. Another issue brought up by one respondent from a similar study by Tønnesen indicates that many are of the opinion that they (Africans) have always used water from these sources without experiencing problem therefore there is need to educate communities so they understand the dangers associated with using unprotected water.
6.5.5 Cultural change

As indicated by the previous arguments we see that the water filter at the moment is faced with a relative degree of resistance. Part of which may be the perception of the target market originates from beliefs and attitudes. However, as argued by Ghauri in a human culture changes do occur. Behaviors, tastes, habits and values are not constant but are frequently changing. However this change does not occur without some resistance. The resistance as regards to CrystalPur can be seen in the perception of the target market. The skepticism with which the product is perceived shows the level of resistance. Ghauri further points out that new methods, ideas and products are questionable and evaluated before they are accepted as right. In this case we see the water filter as a method of preparing safe water being questioned about its performance by the target customers. ”The bacteria can only die due to the adjustments in temperatures if it is beyond 100 degrees”, here the function of the filter is being questioned since it does not use the same method as boiling. The degree of interest in a particular product, method or idea will be the factor that determines the acceptance of it as well as change old behaviors and values with new ones. Since CrystalPur does the opposite of boiling, it rather creates people to be skeptical and doubtful than curious about the product. This in turn hinders the acceptance of it. As one respondent stated, “I do not have the intention of buying it”.

Ghauri & Cateora points out that determining which cultural factors conflicts with an innovation is the first step in bringing about change in a society, thus creating resistance to its acceptance. As pointed out previously we can see that boiling water is the cultural factor that conflicts with the innovating filter. Some new ideas and products are accepted faster than others. In some cases resistance is strong that acceptance is never forthcoming. However for CrystalPur there seems to be progress especially from the schools and health centers. The fact that the water borne illness has been reduced tremendously could be seen as a proof that the product actually works and can lead to acceptance. This is an innovation that has advantages and Ghauri points out that with such an innovation the marketer either hopes or waits for change to occur or deliberately cause a change that leads to acceptance. The findings show that the management rather hopes and waits for a change to happen by them only emphasizing the filter gives you clean water and that one does not need to boil water and that the filter saves you money.
7. Conclusions

The investigation has shown that the water filter (CrystalPur) has not succeeded in gaining enough exposure and has therefore led to fewer acceptances in the target market. The target customer is not totally convinced that CrystalPur offers solution to their need (safe water). With the 4 Ps the important aspects of marketing has indicated thru the investigation that there is a gap in the marketing activities that is affecting the sales. Thus the offerings in terms of product, price, place and promotion to some extent are not fitting the target consumers needs and wants.

According to the respondents the target group does not have a good image of the product which is mainly based on performance of the product and it has not entirely satisfied their expectation. Although the interviewees perceived the filter as good in relation to eliminating harmful bacteria, the performance when it comes to providing water (flow rate) is viewed as unsatisfactory. Also the product is looked at as fragile since care needs to taken when cleaning it. Therefore the flow rate and the quality of the spare parts need to be improved if it is to satisfy the target customers. The product CrystalPur has not been recognized by the target customer as something important to them which they need to have. The target customers are still oblivious to the fact that this product offers a solution that gives a good trade off in the long term. But because majority of the low income house hold is petty earners they live on a day to day basis so having a solution that is long term oriented does not communicate well to them.

There is a mismatch in what the company sees as an affordable price by the target customer (low income house hold) and what they are actually capable of paying. Here a company is selling to a target group that mainly earns their living on a day to day basis and purchasing a filter for 11 US dollars has proven not to be worth the money. The filter is not being seen as a necessity to have, even though it is good for several reasons, automatically makes the price of the filter the first thing the target group looks at and the first thing that makes them disregard the filter. This implies that since the customers perceive the price to be expensive (price sensitivity) they do not buy the filter and therefore the sales result does not improve. Since the product is not seen as an important item to have, even if the price was low there would still be the doubt if the filter really works in comparison to boiling. Therefore not until that perception is changed and the filters functionality of providing safe drinking water is enhanced can the price of the filter really be acceptable. If the customer can afford to buy charcoal every month for cooking which is a necessity (half the price of the filter) they would also find ways to buy the filter if it is seen as a necessity and also if they see upfront how cost effective it is in several ways.

The distribution channel for the filter has hardly been developed. The distribution system in Uganda has not allowed the company to get CrystalPur on the shelves due to the conditions the different retailers have. What exists now is not known to target customers neither is it easily reached. With the poorly established distribution channel the target consumers can not be rightly served. This has resulted in the product being less accessible to the target customers. In order for CrystalPur to gain presence in the market it should rather be located where it is easily accessible to the target customers rather than trying to place it everywhere...
and anywhere. The low income households might not even shop in well-known supermarkets but rather in vendor shops and markets near their neighborhood which would thus be a more appropriate place to sell the filter.

Using advertising (TV, radio, billboards, ads) as the main means of creating awareness has proven not to be suitable or effective in generating sales in the Ugandan market. These channels of communication have not captured the attention of the target market. This has both been caused by the low literacy rate but also due to difficulties in understanding the posters and flyers which render the information impractical. The demonstrations done in schools and health centers are not enough in order to reach out to the specific audience. The product was also shown to be technically complex for the target market which thus requires a different approach of promoting it. Therefore we can draw the conclusion that there is relatively a high need to educate the public about the product with demonstrating it since the investigation has shown that people have a hard time reading and following instructions. This will on one hand create awareness and on the other hand enable acceptance of the product. Therefore one can also conclude that money is being wasted and allocated on the wrong promotional channels (advertising) that are not effective enough to reach the target customer.

Boiling water has been shown to be the predominant method of preparing water and it is also seen as the right way of killing bacteria that has been embedded in people’s beliefs and attitudes. Therefore the investigation has shown that the filter has created a lot of doubts and people are not convinced that it can perform or do a better job in cleaning water as boiling can. Though the donation is being used as a platform to create awareness and enable more people to learn about the product, it has however not stimulated the target consumers to buy the filter. Having a negative experience with other products that have existed on the market has made them more resistant to new products that are related to cleaning water. New customers need to try something first before they could even think of adopting it, and this can happen best if a reference person or group is involved rather than by diffusing an anonymous written or oral message. When it comes to a new product people want to relate it to something they already know or be told by someone, within their social groups, they know and trust to be motivated to try it out rather than companies trying to convince them to buy a product. Like this word-of-mouth promotion would be greatly achieved. With time when the market begins to approve of the filtering as a viable and as a more effective method of preparing safe water than boiling, then a change in pattern will be observed. But first the customers have to perceive the offering as providing the benefits that they need if the sales are ever to increase.
8. Recommendations

Product
The respondents conveyed that the filters flow rate, its fragility and regular requirement of cleaning the filter is not very satisfying. This is thus something ATU needs to consider. Faster delivery of the filter would maybe improve their acceptance after the fact the doubt of its primary functionality is removed, providing safe water. Also making the filters more durable would make the customer feel like they made a good investment and that it is a product of good quality which could also increase word-of-mouth. A good idea could be to sell a storage container for the filtered water together with the filter and design in a way that it reduces the risk of recontamination of the water. This could also increase the value for the customer and make them see the worth of purchasing the filter. ATU should also develop and design filters that are more suitable for facilities such as schools, health centers, factories, work places etc. whose consumptions are higher. Having only safe water at home is pointless if it is not available during the day. Selling filters to public places will not only allow the households to have safe water at home but also in workplaces and for their children in school. This in turn can eliminate water born diseases in the society to a great extent.

Price
When focusing on price issues comparing customers cost of boiling water, medical expenses etc. to the price of the filter is a point that needs to be emphasized and communicated more by ATU if sales are to increase. Since the filters are not selling even though they are very cost effective shows that there is a need to tackle the price issue differently, so by explaining and comparing prices could be more suitable in this case. Like this it would allow the target customer to see the purchase of the filter as a long term investment rather than looking things in the short term perspective. By highlighting these benefits in a simple and clear way understanding can be achieved among the target group. The target group may then see the product not being that extremely expensive but rather much more cost effective than other expenses associated with the use of water.

Place
Selling directly to the customers through possibly local groups or community leader and setting up a mobile sales force would also enhance the supply chain and better target the filter to the poorer sections which is the target group. The mobile sales force would be able to easily reach this group and even create relations which offer opportunity for making sales. This group would be directly in touch with the local areas in focus. Enabling a group of women within the community to make a small income from selling filters, (since they are the ones preparing water in the households) therefore more credible, to their neighbors could also significantly improve sales. People living within the community already have trust of their neighbors so giving them a small incentive could be a small but significant approach to making the community have a sense of ownership especially the women group. There is also a need for the company to focus more on distributing the filter to vender shops within the rural areas where low income households go to shop so as to more effectively and efficiently make the product easily available for the potential customers.
Promotion
Also the use of workshops could be suitable where during the demonstrations microscopes could be used to show the bacteria level after one has boiled water but also after the water has been filtered with CrystalPur. This could also gradually eliminate doubts about the filter and its functionality. But it would also allow the target customer to test the product right then and there something they cannot do thru advertising. By solving the problem together with community members such as local and religious leaders, creating awareness together with improving the acceptance rate can be approached in a holistic way. Involving the locals help to emphasize the trade-off and allow them to be more receptive to the offering. Using more visual demonstrations at market places and within different communities would be more effective than using advertising and leaflets. ATU should also go back to the schools and health centers where the filters have been donated so as to gather information about the filter and what their opinion is about it, but also to find out how others within their social network feel about the filter. Like this it would allow them to better understand the market and their attitudes towards the filter but also it could allow them to better adopt their marketing activities so as to better fit the market. It will also enable ATU to bond with potential customers but also they can collect more important information in the future such as market change. This information could also be beneficial if ATU wishes to expand to other areas in Uganda, thus allowing them to avoid the same mistakes done when first launching the filter.
9. References


The challenge of marketing water filters in Uganda

March 2010


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Uganda
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10. Appendix

**-Questions for the management-**

*Interview conducted with Rita Laker-Ojok*  
*(Executive director of AT Uganda)*  
*December 9th, 2009*

*Interview conducted with Michael Oketcho*  
*(Project manager)*  
*December 17th, 2009*

**Product**

1. Have you used the water filter yourself and what do you think about it?  
2. Has anybody that you know used the water filter and what do they say about it?  
3. What other water filters or other products that clean water are there on the market?  
4. If there are, what differentiates your water filter from others?  
5. How does the target group relate to the water filter (is it a very good product, is it of high value, the functionality, easy to use etc.)?  
6. How convince are the people that the product actually works? (That it removes the bacteria) compared to boiling water)?  
7. Is branding an important element when marketing to the target group?

**Price**

1. Is the price of the filter affecting why the target group is not buying it or is there other factors influencing why they are not making purchases?  
2. What are the objectives of your pricing strategy?  
3. Is the price of CrystalPur the lowest in the market?  
4. If not, what is used to motivate the target group why the price is higher than what is in the market? How is the potential customer motivated to choose CrystalPur and not the competitor’s product or other methods?

**Promotion**

1. What are the main objectives of the marketing campaigns (water filter or the health issues); what is more highlighted or where is the main focus?  
2. Is trying to reach the target market with the different types of communication channels effective?  
3. How receptive are people to TV commercials, posters etc in Uganda or the target market you trying to target?
4. Which of the different communication channels do you consider to be the most important and most effective one and why?
5. Who is responsible for the messages being channeled to the target audience through the different Medias? Is it one party or several parties? How are the messages coordinated to portray the intended message?

Place

1. How is it working with the distribution of the water filters (distributor, retailer relationship)?
2. In choosing retailers has location been strategically considered (what areas are the filters being sold)?
3. Do the schools and health centers know where the filters could be accessed?
4. Are the schools that have been donated the water filter promoting education focused on water safety issues? For example; are the schools dedicating some hours a week on information about the Hygiene and clean water?
5. Where the schools chosen randomly to receive the water filter or were there any objectives for the choice?

Others

Are you cooperating with both private and public funders (investing organizations)?

Who are the stakeholders involved in the “CrystalPur Water Filter” Project?

What are their expectations of the project?
-Questions for the schools-

Interview conducted with Mr. Okurut  
(St. Kizito Primary School)  
December 11th, 2009

Interview conducted with Hajji Biringi  
(Namungona Salaf Institute (private school))  
December 14th, 2009

Interview conducted with Jane Kansiime  
(KCC Primary School)  
December 17th, 2009

1. Have you used the water filter yourself and what do you think about it?  
2. Has anybody that you know used the water filter and what do they say about it?  
3. Do you and other teachers drink bottled water in school?  
4. Has the filter been donated to the school and what do you think about this donation?  
5. If it wasn’t donated would have school bought it they knew about the filter?  
6. Is it easy to know where the filters are being sold?  
7. What information have you received from the company regarding CrytalPur?  
8. Do you consider the information sufficient or are there anything missing that you would like to be informed about?  
9. Has the company given any demonstration about water filter and how use it, when did they do that, on what occasion?  
10. Are you having any follow up regarding the education you have got on water born disease or hygiene? How often do you have this? Is it incorporated with any other school subjects?  
11. Do you see any negativity with the filter? Do you think it would be easy to know how to use the filter if the company didn’t demonstrate?  
12. Do the students talk about their parents buying the filter?  
13. During contact with parents have they discussed about the water filter?  
14. Do you think the use of the filters has reduced the incidence of water borne diseases among your students? Explain  
15. How effective was the training program at your school at the time of filter delivery?  
16. Do you know the price at which the water filter is being sold?  
17. Is the price of CrystalPur the lowest in the market compared to other similar products?  
18. Can the low-income household afford it?  
19. What value do you attribute to Crystalpur (to see if there is understanding of the trade-off)?  
20. How did you first learn about this product (water filter)?  
21. Have your practice received information about the water filter (demonstrations, pamphlets, Brochures etc)?  
22. If you received demonstrations from the company, what was their emphasis on?  
23. What is your opinion about how the water filter is being advertised?
24. How would you like to learn and further receive information about the filter? How do you think people would like to learn about the water filter (Radio, billboards, TV etc)? Do people talk about the filter, what do they say?

_Questions for the health center_-

_Interview conducted with Dr. Frank Kalyango_
_Nabweru Health Centre III_
_December 14th, 2009_

**Others**

When patients come in sick inflicted with water borne diseases, do you just treat them or do you give them advice on how to conduct personal hygiene to prevent in the future being sick?

If you give them advice what are their response?

Do the patients have an understanding of their disease (The causes or how it came about)?

Do they convey the capability to do something about their situation?

What are the costs of treatment of different water born diseases?

**Product**

1. Have you used the water filter (Crystalpur)? If yes what do you think about it? As a medical practitioner what is your opinion about the product?
2. Do you have relatives/friends who have used it and what is there view of the product?
3. How is Crytalpur compared to other products in the market for water purification?
4. Do you or would you recommend this product to your patients, and why?
5. What information have you received from the company regarding Crytalpur?
6. Do you consider the information sufficient or are there anything missing that you would like to be informed about?
7. Do you use the filter at your practice? Was it donated or did you buy it?
8. When faced with the decision to buy a water filter what would you consider as most important?

**Price**

1. Do you know the price at which the water filter is being sold?
2. Is the price of CrystalPur the lowest in the market compared to other similar products?
3. Can the low-income household afford it?
4. What value do you attribute to Crystalpur (to see if there is understanding of the trade-off)?
Promotion

1. How did you first learn about this product (water filter)?
2. Have your practice received information about the water filter (demonstrations, pamphlets, Brochures etc)?
3. If you received demonstrations from the company, what was their emphasis on?
4. What is your opinion about how the WF is being advertised?
5. How would you like to learn and further receive information about the filter? How do you think people would like to learn about the water filter (Radio, billboards, TV etc)? Do people talk about the filter, what do they say?

Place

1. Do you know where the water filter is being sold, if so how did you learn about it?
2. Where would you consider appropriate for the water filter to be sold (super market, market stand, merchandise stores, Pharmacy, etc.)?
3. Would you consider having the water filter at your practice for sale? If yes why, if no why not?