

The Ambivalence of Marketing Condoms: The Case of DKT International

Ronald Karl M. Gonzales
School of Business and Management, Colegio de San Lorenzo

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ABSTRACT

Numerous cases of unwanted pregnancy and prevalence of sexually transmitted diseases (STD) are huge hindrances to people's lives. The exponential rise of occurrence of such cases over the years necessitated the need to raise awareness on reproductive health. This immediate need has driven the manufacturers to produce a variety of contraceptives as means to prevent the continuous increase of such cases. According to the Grand View Research Contraceptives Market Analysis (2015), "one of the key contraceptive devices accounted for one of the largest share of the contraceptives market in terms of revenue" is condom. In the Philippines alone, DKT International, a condom manufacturer, committed to provide "affordable and safe options for family planning and HIV/AIDS prevention" and generally "to improve people's lives", has "sold over 30 million condoms, over 26 million oral contraceptives, 743,541 million injectable contraceptives, and 74,528 IUDs" in 2015. However, these possible solutions may not only yield positive consequences but negative ones as well. Some groups, such as the Catholic Church, hold the opposite value judgment on the lucrative market of condoms. This paper is an ethical analysis of marketing practices on condoms particularly by the DKT Philippines.

Keywords: marketing, ambivalence, ethical analysis

1. ETHICS ON MARKETING CONDOM

1.1 Key Drivers of the Condom Market

Over the years, the need for population control and the prevalence of sexually transmitted diseases have become matters of great concern. One of the factors that contribute to the growth of population is the high rate of unwanted pregnancies. Unwanted pregnancy is mistimed or unplanned at the time of conception. It may cause negative effects to one's physical, social, and psychological health. Health problems include greater chances for both the mother and baby to suffer from illnesses. The child from unintended pregnancy may have less birth weight and suffer birth injury and neurological defects. Children from unwanted or unintended pregnancy are not the only ones who suffer. Mothers may also suffer from harmful health consequences such as toxemia, anemia, birth complications, and death. The burden of unintended and unwanted childbearing leads to social disadvantage. These cases are mostly experienced by women who are young or poor because they have less awareness of their reproductive health. Based on one article, in 1994, 49 percent of pregnancies in the U.S. were unintended, with the highest rates of

such pregnancies found in women who were between 18-24 years of age, poor, and unmarried (Russo, David, 2002).

Sexually transmitted diseases (STD) are diseases that spread through sexual contact. It affects people from all walks of life regardless of age and background. In the U.S. alone there are approximately 20 million new cases each year, about half of which occur among youth between ages 15-24. STDs lead to infertility in more than 24,000 women in the US each year. There are more than 25 diseases that are transmitted sexually. Many have serious and costly consequences. Some of the most common and serious STDs include Chlamydia, Gonorrhoea, Syphilis, Genital Warts or Human Papillomavirus (HPV), Genital Herpes, and Hepatitis B (Sexually Transmitted Diseases in the United States, 2008: National Surveillance Data for Chlamydia, Gonorrhoea, and Syphilis; HIV in the US, 2013; HIV Surveillance Report, 2008).

STDs are also very dangerous that it may have long-term consequences including poor maternal health, ectopic pregnancy, infant illness and death, cervical cancer, infertility and increases susceptibility to HIV. Millions of men and women cannot provide for their families and contribute to the society because of STDs. Instead of providing the needs of their family or contributing to the society, they prioritize their own health to recover and survive the consequences of STDs so that they would not act as a distributor of that disease.

Cases of STD are continuously increasing because of people's lack of awareness of their reproductive health and sexual misbehavior. Millions of infants begin their lives disadvantaged by STD which they get from their mother. Centers for Disease Control and Prevention (CDC), in its 2014 STD Surveillance Report, reported cases of three nationally notifiable STDs, namely, chlamydia, gonorrhoea, and syphilis, have increased for the first time since 2006. The approximately 1.4 million reported cases of chlamydia, a rate of 456.1 cases per 100,000 population, is up 2.8 percent since 2013. Rates of primary and secondary (P&S) syphilis – the most infectious stages of syphilis –and gonorrhoea have both increased since 2013, by 15.1 percent and 5.1 percent, respectively. In 2014, there were 350,062 reported cases of gonorrhoea (a rate of 110.7 per 100,000) and 19,999 reported cases of P&S syphilis (for a rate of 6.3 per 100,000).

These increasing rates of population and increasing rates of STDs are huge factors that drive the market on contraceptives. Market players help in the distribution of contraceptives especially that people are in need of possible solutions in preventing STDs and increasing population. As cases of STDs and unintended pregnancy increase, the demand for contraception also increases.

Contraceptives are defined as drugs and devices that help prevent pregnancy. Contraception prevents pregnancy by interfering with the normal process of ovulation, fertilization, and implantation. This birth control method functions majorly by altering the mechanism of ovulation and acting as physical barriers between the sperm and ovary. Contraceptive devices also prevent spreading sexually transmitted infections. These methods also help spread awareness to people on making right decision about their sexual and reproductive health (Transparency Market Research, 2014).

The global contraceptives has been categorized into contraceptive drugs and devices. Contraceptive drugs are further classified as contraceptive pills, topical contraceptives and contraceptive injectable. Based on the type of devices, the contraceptives market is further categorized into male and female contraceptive devices. Female condoms, intrauterine devices, contraceptive sponges, contraceptive diaphragms, contraceptive patches, sub dermal contraceptive implants and non-surgical permanent contraceptive devices are classified as female contraceptive devices and male condom is classified as male contraceptive device (Dublin, 2013).

According to the Encyclopaedia of Children's Health (2016), there are many different types of birth control and can be divided into few groups based on how they work. These groups include hormonal methods, barrier methods, spermicides, intrauterine devices (IUDs), tubal ligation, and vasectomy. Hormonal methods use medications to prevent ovulation. Hormonal methods include birth control pills (oral contraceptives), Depo Provera injections, and Norplant. Barrier methods work by preventing the sperm from getting to and fertilizing the egg. Spermicides are medications that kill sperm on contact. Spermicides come in many different forms such as jelly, foam, tablets, and even a transparent film. All are placed in the vagina. Spermicides work best when they are used at the same time as a barrier method specifically with the condom. IUDs are inserted into the uterus, where they stay from one to ten years. An IUD prevents the fertilized egg from implanting in the lining of the uterus and may have other effects as well. Tubal ligation, a medical procedure, is a permanent form of contraception for women. Each fallopian tube is either tied or burned closed. The sperm cannot reach the egg, and the egg cannot travel to the uterus. Vasectomy is the medical procedure which is a male form of sterilization. In vasectomy the vas deferens, the tiny tubes that carry the sperm into the semen, are cut and tied off.

According to the Grand View Research's Contraceptives Market Analysis (2015), one of the key contraceptive devices is condom which is accounted for the largest share of contraceptives market in terms of revenue. The increase in the awareness level about STD and the efficiency of condoms to prevent the infections including Human Immunodeficiency Virus (HIV) have been the factors that made condom one of the largest shares of contraceptives market. A condom is a barrier device used during sexual intercourse to reduce the probability of pregnancy and spreading STDs such as gonorrhoea, syphilis, and HIV. Condoms protect you and your partner from STD by preventing contact with bodily fluids that can carry infections, and serve as cover that may help prevent skin-to-skin touching near your genitals.

Condom dominated the contraceptives market in terms of revenue because of its accessibility. People infected with STDs are those between ages 15 - 24 and poor and unmarried women between ages 18 - 24 who experienced unintended pregnancy. They are key players that contribute to the domination of condom in the contraceptives market in terms of revenue. People between ages 15-24 have less knowledge about other contraceptives, other than condom. Both the poor and the youth have less financial capacity to afford more expensive contraceptive drugs or devices. Condoms are also easily found over-the-counter of drugstores, convenience stores, and even distributed by

medical clinics. So as immediate and practical consumers, they prefer condoms as their protection from unintended consequences of sexual activities.

1.2 Huge Organizations behind the Condom Market Creating Demand

The United States and Asia Pacific are two of the large regions that have highly influenced the industry of contraceptives or basically the condom in terms of demographics, lack of awareness within the large population, and high rates of STD. Teva Pharmaceutical Industries, The Female Health Company, Reckitt Benckiser Plc, Pfizer Inc., Church & Dwight, Mayer Laboratories, Cooper Surgical, Actavis Plc, and Merck & Co. dominated global contraceptives market share in US according to the Grand View Research. The condom market itself is dominated by three major companies in US such as Church & Dwight (Trojan), Ansell Limited (Lifestyles), & Reckitt Benckiser (Durex). Trojan is number one (1) in the market, with over 70% share. Church & Dwight Co., Inc. is manufacturing Trojan brand condoms for more than ninety (90) years. Thirteen varieties are available for direct sale via website. Lifestyles condoms overtook Durex in 2013 and are now number 2 in market share. Ansell Limited is manufacturing Lifestyles Condoms for over 30 years and is currently promoting 17 condom varieties & two condom multi-packs on their website. Durex, from number 2, is currently number 3 in the US market with recent emphasis on brand extension. Reckitt Benckiser is manufacturing Durex condoms which have the highest market share in Europe. Durex condom's ranking is somehow attributed to its availability in all major grocery and drugstore chains and through e-commerce (Gad and Higgins, 2014).

Another major organization that plays in the contraceptives market and promotes family planning and HIV/AIDS prevention is the DKT International. DKT is one of the largest private providers of effective family planning and reproductive health products and services. The DKT International clearly stated their mission and vision to provide "affordable and safe options for family planning and HIV/AIDS prevention" and generally "to improve people's lives". It has "sold over 30 million condoms, over 26 million oral contraceptives, 743,541 million injectable contraceptives, and 74,528 IUDs" in 2015 (DKT International, 2016). According to DKT International itself, the organization served 28 million couples in 2014, and prevented 6.5 million unwanted pregnancies, 12,527 maternal deaths, and 3.6 million abortions. DKT has 21 programs in 19 countries and, in 2014, it provided and sold 553 million condoms, 86 million cycles of oral contraceptives, over 20 million injectable contraceptives, 2.4 million IUDs, and 9.3 million misoprostol pills. This only proves condoms have the largest market share among other contraceptives in the organization (DKT International, 2016).

DKT's distribution of contraceptives operates in many large countries in terms of population and is considered as a good target due to its larger demands for family planning and prevention from STDs. Brazil, China, India, Indonesia, and Philippines are only few of the countries where DKT is operating. In the Philippines, DKT began its social marketing campaign in 1991 by introducing TRUST condoms. The TRUST condom leads the Philippine market with over 100 million condoms sold. Frenzy and Premier are also another brand of condom that is manufactured by the DKT International. DKT Philippines started a social franchising network in 2005 with more than 300

POPSHOP clinics. POPSHOP clinics helps to the widespread distribution of high-quality and affordable reproductive health products, services and information. DKT's program sold over 30 million condoms in 2015 (DKT International, 2016). DKT Philippines also uses on-screen advertisements in promoting their product and contains messages about family planning and reproductive health.

Needless to say, the exponential growth in the demand for contraceptives in general and condoms in particular over the years made the industry expand all over the world. Moreover, factors such as family planning, STD prevention, and lack of awareness of people are the drivers to the market growth of various contraceptives. These are on top of the fact that condoms can be bought in any drugstores and convenience store, and it is convenient to use. That is why, it is one of the most used contraceptives in most regions of United States and Asia Pacific. Condoms are not considered as hard selling products because they sell themselves; consumers are the ones looking for them.

Be that as it may, in the Philippines, some groups, such as the Catholic Church, hold the opposite value judgment on the lucrative market of condoms. Just like other contraceptive devices, the use of condoms affects the morality of the people and destroys the purpose of sex in married life which is procreation. Moreover, condoms can open the way for marital infidelity and can promote premarital sex (Catholic Bishops' Conference of the Philippines, 2012). This opposition is precisely what this paper wants to look into. Given that the use of condoms does not only yield positive consequences but also negative ones, why should manufacturers continue producing condoms? To answer this, we have identified the following sub-questions: 1) How do condoms are advertised by the DKT Philippines in order to serve their proper function of preventing HIV/STDs? 2) Aside from condoms' proper function, what are their latent functions and in what ways these latent functions may bring negative consequences to the consumers? 3) Aside from the use of condom, in what other ways people may uphold their reproductive health and control population? These questions are discussed in the case of DKT Philippines, manufacturer of TRUST, Premiere, and Frenzy condoms which are some of the leading condom brands in the country.

2. INTERCONNECTING THREE PERSPECTIVES FROM RICH'S BUSINESS AND ECONOMIC ETHICS TO SERVE AS GROUNDS FOR THE CASE STUDY

There are three perspectives that can enable in-depth analysis of the problem. The first perspective is the Fundamental Questions of Economic Order. The second perspective is about Friedman's Theory of Corporate Social Responsibility. The third is Personal Ethics.

2.1 First Fundamental Question of Economic Order

The Business and Economic Ethics by Arthur Rich includes studies about Fundamental Questions of Economic Order. Based on Fundamental Questions of Economic Order, Paul A. Samuelson says that "any economic society, regardless of its level of development or systematic structure, finds itself facing three fundamental and interdependent economic problems: 1. What commodities shall be produced and in what

quantities?... 2. How shall goods be produced?... 3. For whom shall goods be produced?...”

Among the three fundamental questions of Economic order, the first fundamental question, which appears to be of purely economic relevance, is important to discuss at this point. “It arises from the fundamental purpose of the economy, the optimal reduction of scarcity restrictions, with the life serving goal of guaranteeing that the needs of a population are met.” It means that the purpose of the economy is to increase production to reduce scarcity to meet the needs of the population. “If this is correct, it is also human needs that decide what and in what quantities and according to which priorities goods and services will be produced.” It says that if the purpose of the economy is to meet the needs of the population, then the population’s needs are the drivers of the economy. Whatever the need is, it will be served by the economy. “The more a good is desired and, consequently, the greater the demand and the degree of scarcity, the higher the priority of production. Therefore, the scarcity rule is decisive, and that has little or nothing to do with ethics.” It means that setting priorities on what should be produced is based on the level of the scarcity faced by the society.

If human needs were a matter of objective, and thus natural quantities, this opinion would be correct. But if these needs are of goods that are not necessary for life, then they have subjective foundations. “For not all NEEDS are needed”, these are needs that are not actually needed in improving one’s quality of life and sometimes may also lead to the diminution, if not the complete destruction, of the personality and the social relationships of a person. Therefore, these subjective foundations of needs are to be assessed completely differently. The question is “should the economy really meet all needs, even those that damage individuals, society, or the environment, just because they create demand and thus produce corresponding scarcities, whose remedying promises a profit” (Samuelson, 1967, in Rich, 2006)?

2.2 Milton Friedman’s Theory of Corporate Social Responsibility

This Theory corresponds to one of the questions from the Fundamental Questions of Economic Order that “should the economy really meet all needs, even those that damage individuals, society, or the environment, just because they create demand and thus produce corresponding scarcities, whose remedying promises a profit?” Milton Friedman's theory about the social responsibilities of business is an extremely important and influential position. Almost everyone who writes on the topic writes at least partly in reaction to Friedman. Friedman's position was first stated in *Capitalism and freedom*. A substantially different version is presented in his later essay "Social Responsibility of Business". The first formulation says that the one and only obligation of business is to maximize its profits while engaging in "open and free competition without deception or fraud". The second formulation says that business executives are obliged to follow the wishes of shareholders (which will generally be to make as much money as possible) while obeying the laws and the "ethical customs" of the society.”

“Maximizing profits while engaging in "open and free competition without deception or fraud" is not the same as maximizing profits while obeying the laws and ethical customs

of one's society. Acts which involve fraud or deception or which do not constitute open and free competition are not necessarily contrary to society's laws or ethical customs. Further the laws or ethical customs of a society might prohibit certain actions which are permitted by injunction to engage in "open and free" competition without deception or fraud." (Friedman, in Carlson, 1993)

2.3 Personal Ethics

According to Arthur Rich's *Business and Economic Ethics*, 2006, ethics itself is defined as morally appropriate conduct. Socrates has his own interpretation of ethics that is "which I should do based on my reasoned insights and thus in accordance with my convictions." There are three basic relationships in ethics: (1) The Individual Aspect, (2) The Personal Aspect, and (3) The Environmental Aspect. The second basic relationship, the Personal Aspect, has something to do in this case's problem. This third perspective corresponds to the first and second perspective because it discussed about how the economy serves its population, how the economy responds to the demand of people. It is about the interaction of the people who produce supplies and people who demand supplies. This perspective has something to say about Friedman's theory of corporate social responsibility. Personal Ethics is about the concern of "I" for its "thou", that is the economy's obligation to interpersonal humanity. Personal ethics states that "There is no humanity in pure particularity, even though the human person is always uniquely and distinctively an individual. He never stands as an individual in and of himself without support. He lives instead by a human opposite number, the Thou." According to Kant's Categorical Imperative "Act so that you use humanity, as much in your own person as in the person of every other, always at the same time as end and never merely as means." (Rich, 2006)

3. PIERCING THE VEIL OF DKT's MARKETING PRACTICES

The market of contraceptives, particularly condoms, is a huge industry that operates around different countries. Condoms dominate the world of contraceptives because it can be easily bought in markets, convenience stores, drugstores etc. There are many ethical questions raised concerning with the effects of promoting condoms. Some would argue that promoting condom might encourage sexual activities and may lead to sexual misbehaviour, while others argue that sexual misbehaviour is largely determined by other factors.

The first perspective tackles about fundamental and interdependent economic problems, and refers to the "what?" and "how much" of production. What should the economy produce? How much of them should it produce? And which goods are to be given priority? As stated in the first perspective, the purpose of the economy is to reduce scarcity and meet the needs of the population. If this is correct, it is also human needs that decide what and in what quantities and according to which priorities goods and services will be produced. Based on the facts gathered in this study, the need for population control and the prevalence of STDs enable the economy to determine what should be produced. Because of the cases of STDs and occurrence of unwanted pregnancy, the DKT Philippines produce condoms as solutions for these cases. The number of cases of STDs

and occurrence of unwanted pregnancy determines in what quantities a condom should be produced. The more a condom is demanded, the more production of condoms it would be.

Promotional strategies of TRUST condoms, particularly on-screen advertisements, showed its effective purpose of protecting one's sexual health and family planning but they never gave restrictions about who should benefit from these condoms. For its purpose of protecting one's sexual health, they never inform who acceptable users are and who are not. Human needs may be a matter of objective or subjective. Objective foundation of human needs refer to natural quantities which are goods that are simply necessary for life. Subjective foundation of human needs refer to needs that go beyond what is necessary for life. The demand for condom may have an objective or subjective foundation of human need. If a condom is used for its manifest function, to prevent STDs, it is considered as an objective foundation of human need. But if it were used for its latent function, to cover one's misbehaviour, then it is considered a subjective foundation of human need.

A Premiere and Frenzy condom, another brand of condom manufactured by the DKT, has a different promotional strategy from the TRUST condom as clearly seen through on-screen advertisements. Premiere and Frenzy advertisements displayed young couples enjoying each other and has the purpose to have pleasure which has nothing to do with family planning as displayed by the TRUST condoms. Although it is well-meaning in its intention to prevent STDs, it has an immoral purpose which aims to prevent childbearing or cover one's sexual misbehaviour. But this is not only what happens when promoting condoms, it also encourages unlawful sexual activities such as premarital sex and commercial sex. People involved in practicing illicit sexual activities disregard their responsibilities and rely on condoms because they know condoms can protect them from STDs and reduce unwanted pregnancies. These are just some strategies which does not fit well with the mission and vision that the manufacturer finds itself committed to. Out of these consequences, why the manufacturer of TRUST condom, DKT Philippines, still continues its production?

Milton Friedman's Theory of Corporate Social Responsibility stated that "should the economy really meet all needs, even those that damage individuals, society, or the environment, just because they create demand and thus produce corresponding scarcities, whose remedying promises a profit?" If condom is used consistently and correctly, it can highly reduce the prevalence of STDs and occurrence of unwanted pregnancy. But if people continue to sexually misbehave, it might increase cases of STDs and occurrence of unwanted pregnancies. Thus, it boosts the need for contraception, the manufacturers of condom would produce more to meet the needs of population for birth control, thereby enabling them to make profit out of these demands. A question may be formulated in this scenario: "are these needs for contraceptives in general and condoms in particular are actually a need?"

According to Friedman's Theory of Corporate Social Responsibility, "the one and only obligation of a business is to maximize its profits while engaging in open and free competition without deception or fraud." The DKT, Philippines in this case, the manufacturer of TRUST, Premiere, and Frenzy condoms, shows that it prioritizes its own

profit rather than to foresee and eliminate the consequences of their promotion and distribution of condom. Behind the consequences of the latent function of condoms, these condoms are still produced and distributed by the DKT Philippines. It can be seen that the DKT Philippines take advantage from the scarcity for their own market's success. In short, they have good intentions but their actions may produce consequences contrary to their purpose.

If we relate this case in Personal ethics, it can be justified unethical. Personal ethics discusses about the relationship of the "I" for its "thou" – how the "I" interacts with its "thou". It says that you should act as if your own person is in the person of every other. It can be seen that the DKT Philippines has its purpose to care for its consumers in terms of giving health protection. But as it continues to market its condoms even though they know that condoms are used for its latent function, they failed to serve people's objective foundation of human need. They continue to distribute condoms not only because they serve people's necessity but they are also aiming for a huge profit. They only showed the capacities of condom in prevention of STDs and childbearing in their advertisements. That's why, people tend to lose sight of the foreseeable consequences of it. DKT Philippines failed to give moral concerns to its consumers and thus failed to serve them the way they should be.

4. DETERMINING AN OBJECTIVE OR SUBJECTIVE FOUNDATION OF HUMAN NEED TO MEET CONDOM'S MANIFEST FUNCTION AND AVOID ITS LATENT FUNCTION

Behind several arguments concerning ethics on marketing condoms, the researchers finally analyzed ethically both sides of the problem. Condoms have two (2) functions: manifest and latent. Based on the content of advertisements and other marketing strategies used by DKT in promoting condoms in the Philippines, the manifest function of condom is for reproductive health and family planning, but this purpose should not be applicable to all instances. As a moral individual, we know that sex is a gift ordained by God after the sacrament of marriage. The husband should give to his wife her conjugal rights, and likewise the wife to his husband. If this purpose goes beyond family planning and prevention of STDs inside the context of marriage, then it is already used for its latent function.

If the manifest function of these condoms, specifically to prevent STD, is to be applied for married couple, then it meets its manifest function. According to Fr. Dionisio Abuel, a professor of bioethics and Catholic sexual ethics, "it is ethically justifiable that the use of condoms is allowed between married couples in cases of HIV." It is acceptable that the couple may enjoy their conjugal rights without transmitting diseases to each other and also to the child that a mother may bear. On the other hand, the use of condoms outside the context of marriage to protect one's self from STD and to control birth is a very different story and thus ethically unjustifiable. This scenario is actually the latent function of promoting and marketing these condoms which is not shown in their advertisements. The use of condoms can encourage people to do illicit sexual activities which are not morally allowed. As DKT's condoms are promoted for its objective purpose, it is also inevitable for them to promote illicit sexual activities. According to Fr. Abuel, "they are

promoting promiscuity that having sex is just normal thing to do like animals around us. The sanctity and sacredness of sexual activity is lost because of that erroneous responsibility. Sex becomes a commodity and sex sells.” So it is understood that if sex is done outside marriage, it only means that we treat a person as mere instrument for our own sexual desire. Therefore, a person may forget his or her reverence and reduce his or her partner to be a mere instrument for the satisfaction of his or her own desires.

The human need for condom is an objective foundation if it is needed for its manifest function. In cases of married couple with HIV, condom can serve as instrument for fulfilling one’s responsibilities and care for their reproductive health. This is to enjoy and improve their quality of life and to prevent suffering from STDs. Therefore, condom should continue its production in this case. But, if condoms were used for its latent function, condoms are a subjective foundation of human need. It does not improve one’s quality of life and thus leads to immorality. A person should not use a rubber to cover his responsibilities. Therefore, for subjective foundation of human need, the manufacturer of TRUST, Premiere, and Frenzy condoms should end its production and should not serve people’s subjective demand. They should not take advantage from the scarcity just to earn profit. DKT Philippines must consider the foreseeable negative consequences to their consumers before producing and distributing it to its consumers. Although condoms are properly used, it is also inevitable that they are used for immoral purposes. Therefore, the researchers may recommend that if condoms are continuously used for its latent function, which is only a subjective foundation of human need, its production and distribution or generally its marketing should end.

Use of condoms is not always considered as sexual responsibility. It does not mean that when you have prevented STD and childbearing, you are sexually responsible. For some groups in the Philippines, particularly the Catholic Church, use of condom is ethically justifiable only in the cases of married couple with HIV. It is not the only way to fulfill sexual responsibilities. The researchers highly recommend that to fulfill one’s sexual responsibility outside marriage, one should actually abstain from sex. People should not let condoms fulfill their responsibilities and destroy its proper function. The researchers believe that marketing condoms should entail moral educations to avoid meeting its latent function. Well-designed and implemented sex education programs can help misconceptions about condoms. DKT Philippines should educate people morally about the use of condoms. The researchers also believe that increasing the tax rates for purchasing condoms would be a good strategy to tighten the purchase accessibility as it may decrease the ability of some non-target consumers to purchase a condom. Furthermore, we, as consumers, should educate ourselves and use condoms with its proper function. We should be responsible of our own actions. Ethically justifiable or unjustifiable, neither of the two judgments should identify condom’s justifiability, but rather human’s actions should entail the judgment. People’s way of using condom is the one determining whether a condom is ethically justifiable or unjustifiable.

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