



When One Size Doesn't Fit All: Using Client-Centered Market Segmentation to Tailor Family Planning Programs

Sara Sulzbach, *PSP-One* Research Director

What is market segmentation?

- *Segmentation* is the process of dividing markets into groups of potential customers with similar needs or characteristics who are likely to exhibit similar behavior
- Purpose of *segmentation research* is to identify one or more groups of users as targets for marketing activity and developing unique products or programs to reach these market segments

Segmentation Bases

Physical

- Geographic
- Demographic
- Socio-economic

Behavioral

- Psychographic
 - Values
 - Attitudes
 - Interests
 - Opinions
 - Personality
 - Activities
- Product usage
- Benefits
- Perceptions
- Media exposure

Variety of Products



What is different about the *client-centered* approach?

- Family planning market segmentation has traditionally focused on physical dimensions
 - Geographic
 - Socio-economic
 - Demographic
- Client-centered approach draws from commercial market research
 - Markets not homogenous; need for deeper understanding of various segments
 - Incorporates both physical and behavioral dimensions
 - Geographic
 - Behavioral
 - Psychographic
 - Purchasing behavior
 - Media exposure
 - Demographic
 - Socio-economic

Questionnaire expands on DHS questions

DHS

- "Would you say that you approve or disapprove of couples using a method to avoid getting pregnant?"
 - Yes
 - No

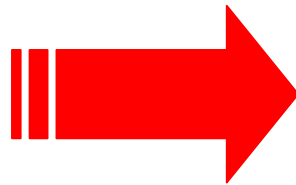
PSP-*One* Survey

- *"Please tell me how important the following attributes are to you when evaluating family planning methods"*
 - Ease of use
 - Accordance with my personal religious beliefs
 - Effectiveness at preventing pregnancy
 - etc.

Segmentation analysis & objectives

Analytical Techniques

- Factor analysis
- Cluster analysis
- Multidimensional scaling
- Conjoint analysis
- Multiple regression
- Discriminate analysis



Objectives

- *Homogeneity* within the segment
- *Heterogeneity* between segments
- *Meaningful* segment data

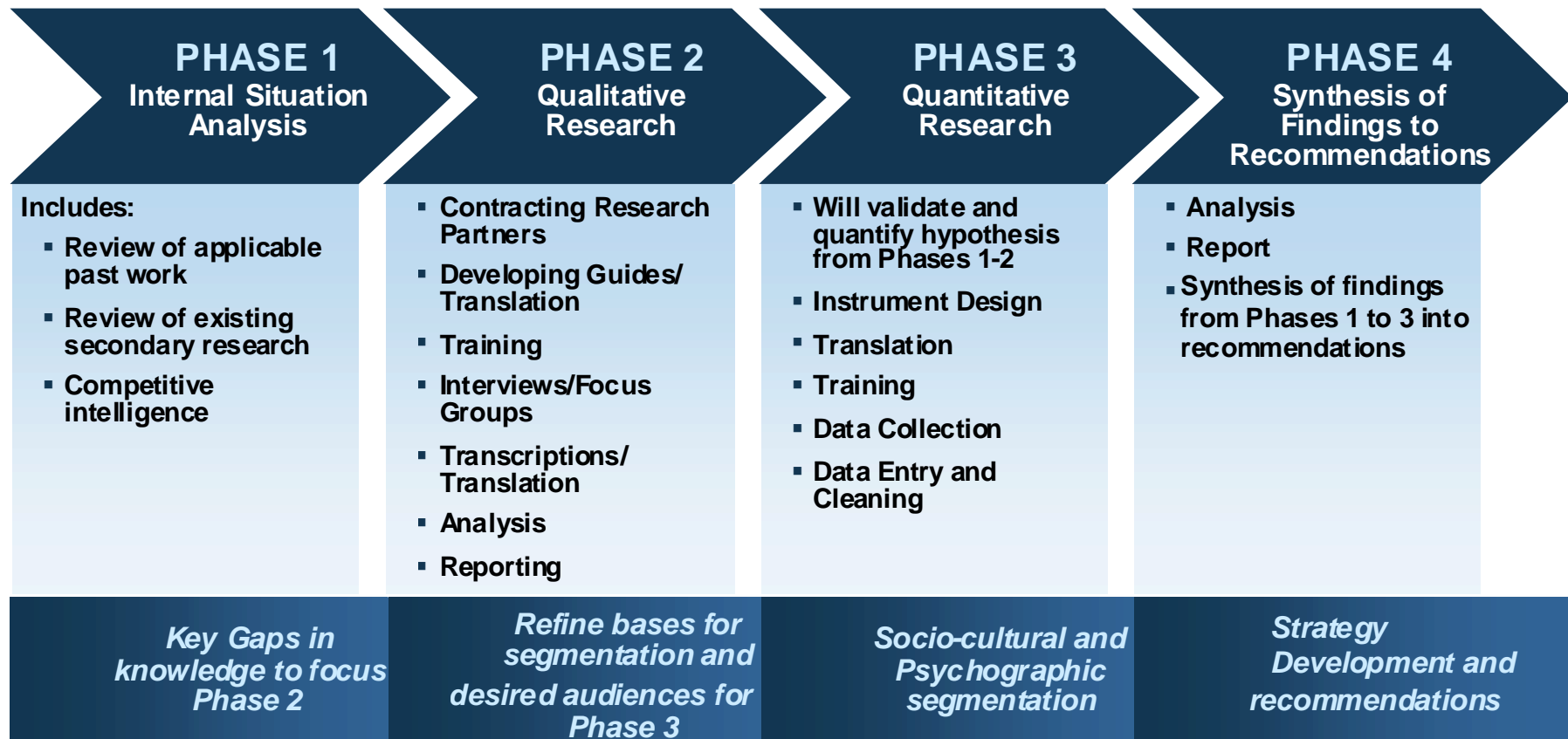
Example from the Philippines



Rationale for using Client-Centered Approach in the Philippines

- Despite steady growth in FP use in recent decades, CPR has stagnated at 50 percent in past decade
- Nearly 40 percent of non-users state that they intend to use a contraceptive method in the future
- Need to better understand barriers to contraceptive use, and use this knowledge to tailor BCC and other interventions to promote FP adoption
- Client-focused market segmentation can help identify and explain target groups, and inform interventions for greater health impact

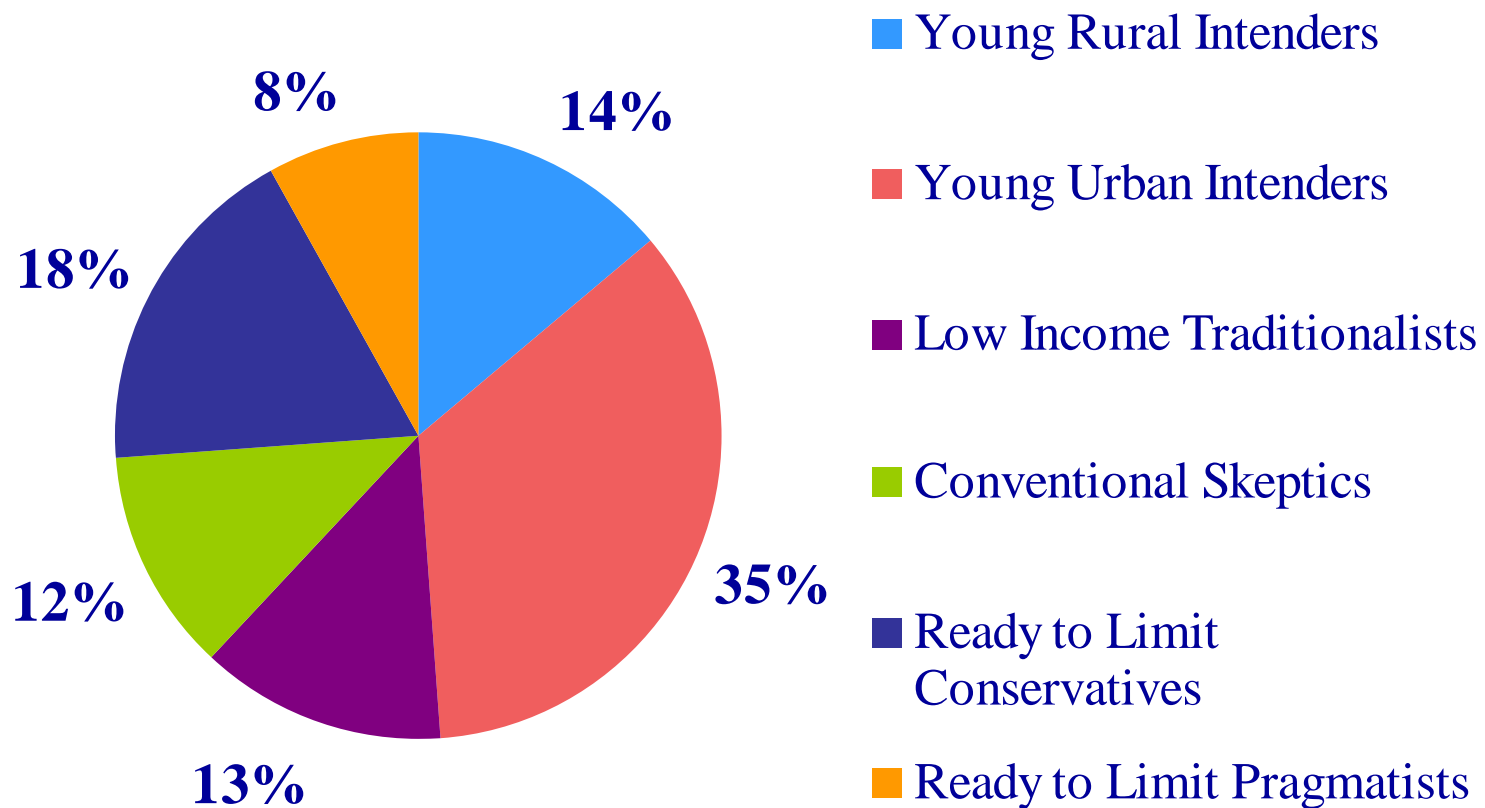
PSP-*One* Research Phases



Quantitative Survey of Women

- Representative sample of 4,000 women of reproductive health age (15-49)
- Data collected May-July, 2007
- Questionnaire modules
 - General Health Related Attitudes
 - Sexual Activity and Reproductive Health Related Awareness and Usage
 - Role of influencers in family planning decisions
 - Attitudes, opinions and values
 - Purchasing, media, and shopping preferences
 - Demographic & socio-economic questions

Results: Segments and Their Size



Ready to Limit Conservatives (18%)



- Most are over 30
- Do not want more children
- Positive attitudes about FP
 - Helps family financially
- Main reason for not using FP
 - Perceived health risks
- Generally rely on religion as source of comfort, but do not look to religious leaders for FP info

Ready to Limit Pragmatists (8%)

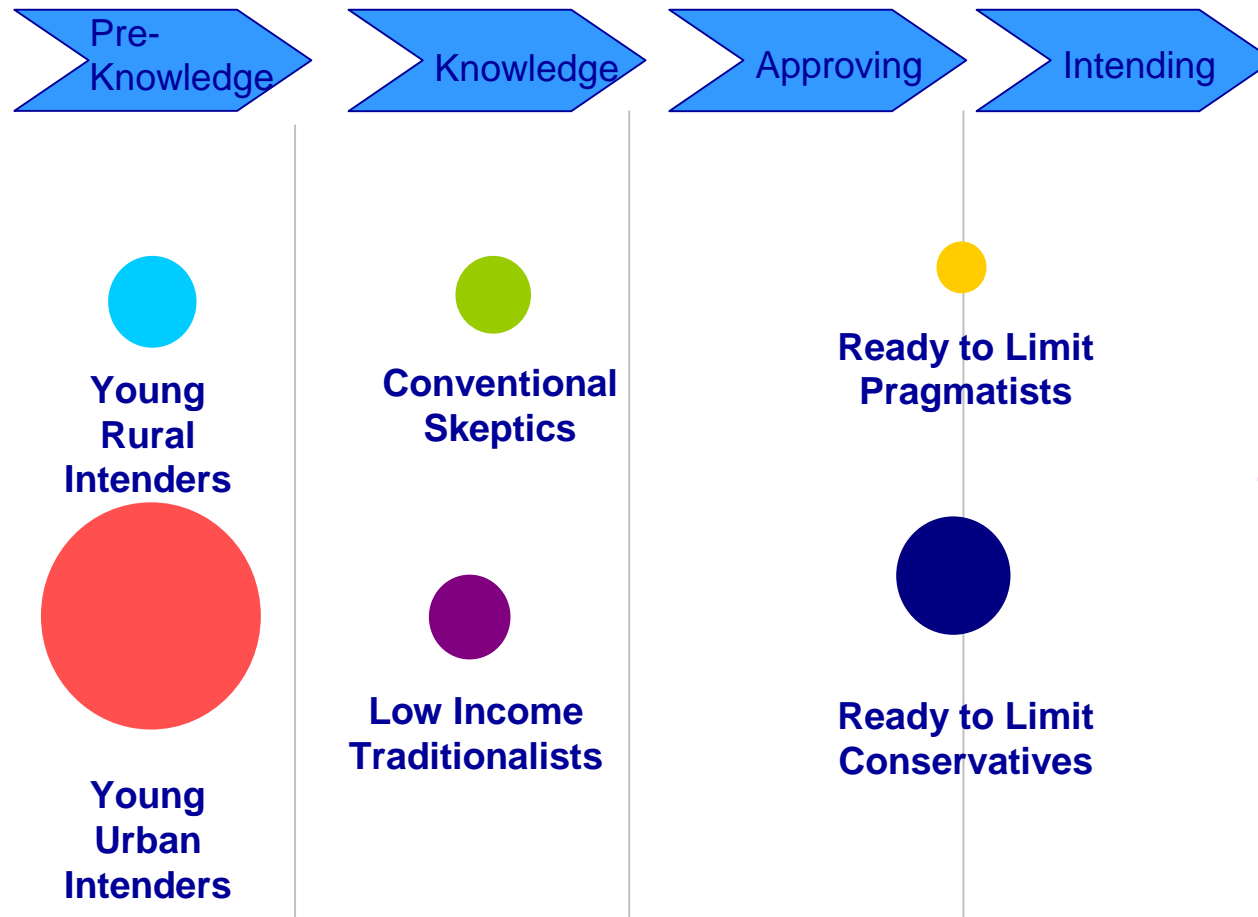


- Share some similarities with “Ready to Limit Conservatives”
- Somewhat more progressive attitudes
- Most likely to believe
 - Women should pursue career before children
 - FP should be woman’s decision and partner should support it
- Trust many sources for FP info
- Most likely to trust FP endorsements

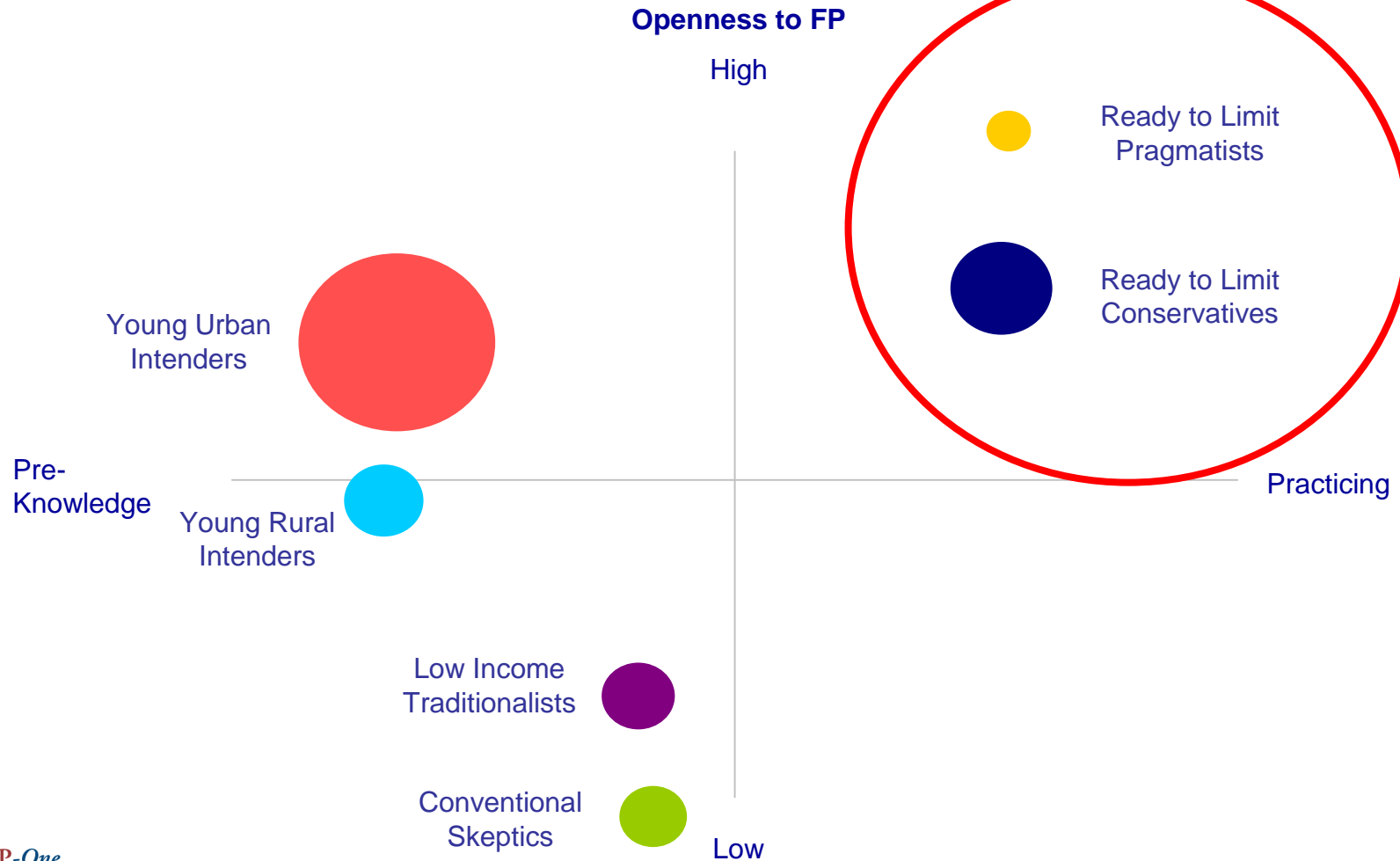
Process of Behavior Change Stages

PBC Stage	Definition
1 Pre-knowledgeable	Unaware of problem or personal risk
2 Knowledgeable	Aware of the problem and knowledgeable about desired behaviors
3 Approving	In favor of desired behaviors
4 Intending	Intends to personally take the desired actions
5 Practicing	Practices desired behaviors
6 Advocating	Practices the desired behaviors and advocates them to others

FP Segments by Process of Behavior Change Stage



Receptivity to FP by Process of Behavior Change Stage



Communication Recommendations for Ready to Limit Conservatives and Pragmatists (26%)

- Messages
 - Stress health and financial benefits to using FP
 - Stress enhanced status as “modern women” by using FP
 - Appeal to “open mindedness” of these groups
 - Highlight long-term methods (most don’t want more children)

- Communication channels
 - Television
 - AM radio and radio news
 - Mobile phone
 - Doctors, partner, mother
 - Not internet

Conclusions

- Client centered MSA is an innovative approach for tailoring BCC strategies that address end-user needs and preferences
- The client centered MSA tool enables diverse stakeholders (e.g. MOH, donors, private sector) to better understand and focus on different segments of the FP market
- Tool has applicability beyond the Philippines

Acknowledgements

- Co-authors: Wenjuan Wang, Rebecca Patsika, Ruth Berg, Gael O'Sullivan
- Contributors: Alison Bishop, K.P. Srinath, Cathy VonFange, Victoria Child, Paul Gurwitz, Stephen Rahaim, Kuhu Maitra, Jody Walton, Amity Binkleman
- USAID Philippines: Teré Carpio, Charito Remata, Reynalda Perez and Ephraim Despabiladres
- Joan Robertson