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

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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 Coca-Cola 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
    - Demographic
    - Socio-economic
    - Behavioral
      - Psychographic
      - Purchasing behavior
      - Media exposure
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
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

PHASE 1
Internal Situation Analysis
Includes:
- Review of applicable past work
- Review of existing secondary research
- Competitive intelligence

PHASE 2
Qualitative Research
- Contracting Research Partners
- Developing Guides/Translation
- Training
- Interviews/Focus Groups
- Transcriptions/Translation
- Analysis
- Reporting

PHASE 3
Quantitative Research
- Will validate and quantify hypothesis from Phases 1-2
- Instrument Design
- Translation
- Training
- Data Collection
- Data Entry and Cleaning

PHASE 4
Synthesis of Findings to Recommendations
- Analysis
- Report
- Synthesis of findings from Phases 1 to 3 into recommendations

Key Gaps in knowledge to focus Phase 2
Refine bases for segmentation and desired audiences for Phase 3
Socio-cultural and Psychographic segmentation
Strategy Development and recommendations
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

- Young Rural Intenders: 8%
- Young Urban Intenders: 14%
- Low Income Traditionalists: 35%
- Conventional Skeptics: 18%
- Ready to Limit Conservatives: 12%
- Ready to Limit Pragmatists: 13%
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
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

<table>
<thead>
<tr>
<th>PBC Stage</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Pre-knowledgeable</td>
<td>Unaware of problem or personal risk</td>
</tr>
<tr>
<td>2 Knowledgeable</td>
<td>Aware of the problem and knowledgeable about desired behaviors</td>
</tr>
<tr>
<td>3 Approving</td>
<td>In favor of desired behaviors</td>
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<tr>
<td>4 Intending</td>
<td>Intends to personally take the desired actions</td>
</tr>
<tr>
<td>5 Practicing</td>
<td>Practices desired behaviors</td>
</tr>
<tr>
<td>6 Advocating</td>
<td>Practices the desired behaviors and advocates them to others</td>
</tr>
</tbody>
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Receptivity to FP by Process of Behavior Change Stage

- Young Urban Intenders
- Young Rural Intenders
- Low Income Traditionalists
- Conventional Skeptics
- Ready to Limit Pragmatists
- Ready to Limit Conservatives
- Practicing

Openness to FP

- High
- Low
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
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