When One Size Doesn’t Fit All: A Client-Centered Approach to Segmenting the FP Market in Azerbaijan

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International Conference on Family Planning: Research and Best Practices
Kampala, Uganda
November 16, 2009
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 or as targets for the development of unique products, programs and marketing activities.

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
    - Physical
      - 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.
Client-Centered Market Segmentation in Azerbaijan

Study Purpose

To create unique population-based segment profiles based on socio-demographic, economic and psychographic factors for the purpose of better tailoring FP Behavior Change Communication (BCC) interventions.

Rationale for Azerbaijan

Heavy reliance on abortion, high use of traditional methods, low use of modern methods, latent demand for FP
Data Collection

- Large-scale representative sample of 1,000 women 18-49 yrs
- Timing of data collection: Feb-June 2009
- Research conducted in 8 Regions
Analytic Methods

- Hybrid methodology combining Latent Class Analysis (LCA) and Chi-squared Automatic Interaction Detection (CHAID) analysis
  - Step 1: Use LCA to derive a single dependent (latent class) variable from a multitude of attitudinal variables
  - Step 2: Conduct CHAID analysis using the dependent variable obtained in Step 1 to derive meaningful segments based on demographic characteristics
Six Unique Segments

- 37% Aware Ambivalents
- 32% Rural Conservatives
- 15% Coming-of-Age Traditionalists
- 9% Prudent Urbanites
- 4% Young Uncertain Urbanites
- 3% Hi-Tech Progressives
Aware Ambivalents

- Mostly aged 35-49
- Live in urban areas
- High school educated
- Mostly married
- High awareness of IUCD, condom, OCs, and withdrawal
- A woman should pursue her career before children
- FP use leads to health and financial benefits; feel abortion is harmful
- Joint decision-makers
- Say cannot afford drugs needed when sick and cost of private docs a barrier

37%
Prudent Urbanites

- Mostly aged 35-49
- Exclusively urban
- Mostly wealthy
- Mostly married
- Frequent radio listeners
- A woman should pursue a career before children
- FP use leads to health and financial benefits
- Highest awareness of IUCD and condom
- Today’s television encourages premarital sex and its shameful to get pregnant before marriage
- Safety of FP method important

9%
## 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>
</tr>
<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>
</table>
Segment Ability to Influence

Ability to Influence

Easy

Rural Conservatives

Coming-of-Age Traditionalists

Prudent Urbanites

Hi Tech Progressives

Aware Ambivalents

Pre-Knowledge

Stages of Change

Practicing

Difficult

Young Uncertain Urbanites
Research Application: BCC

Key Channels

Programming in and around: News, movies, Lider TV, AZTV and Khazar TV

IPC campaign through nurses and midwives

Limited radio to connect with Prudent Urbanites, station 106.3

Illustrative Messages

- Choices in family planning
- Value of spousal conversation in deciding about FP
- Address cost barriers, financial benefits

Potential Creative Approach

- Authentic approach, using relatable, informed women
Thank you

Report available online
www.psp-one.com