



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

Sara Sulzbach, Research Director
*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	Behavioral
■ Geographic	■ Psychographic
■ Demographic	■ Purchasing behavior
■ Socio-economic	■ 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

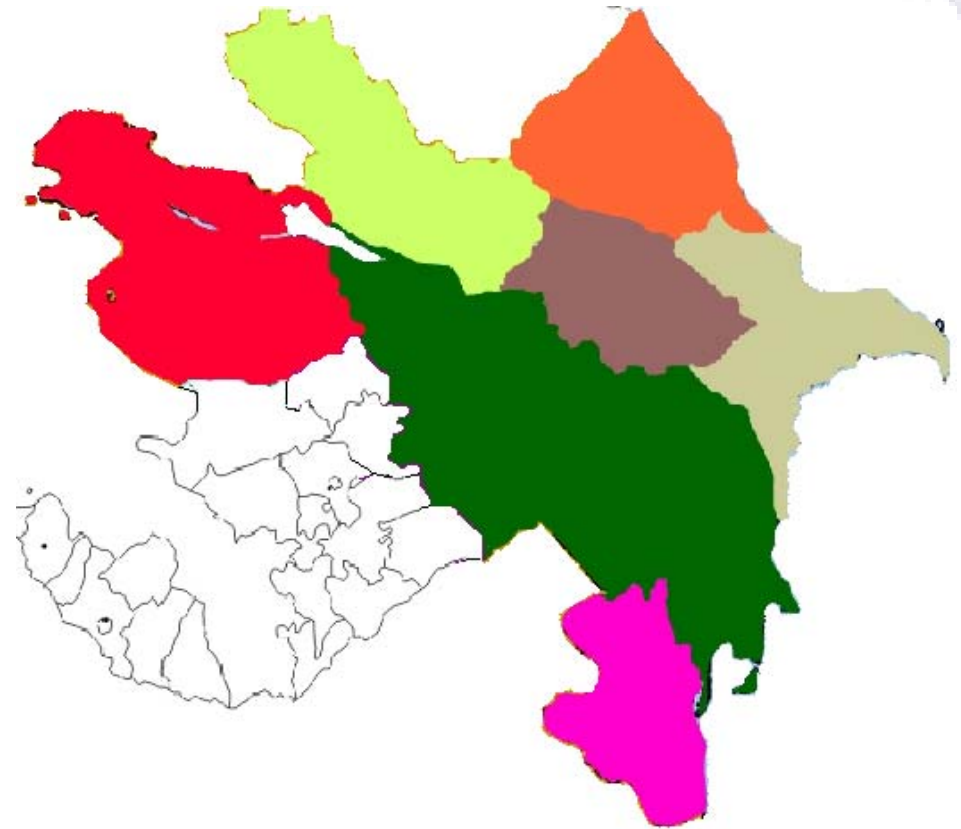
To create unique population-based segment profiles based on socio-demographic, economic and psychographic factors for the purpose of better tailoring FP Behavior Change Communication (BCC) interventions.

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



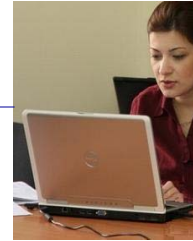
Analytic Methods

- 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



4% Young Uncertain Urbanites



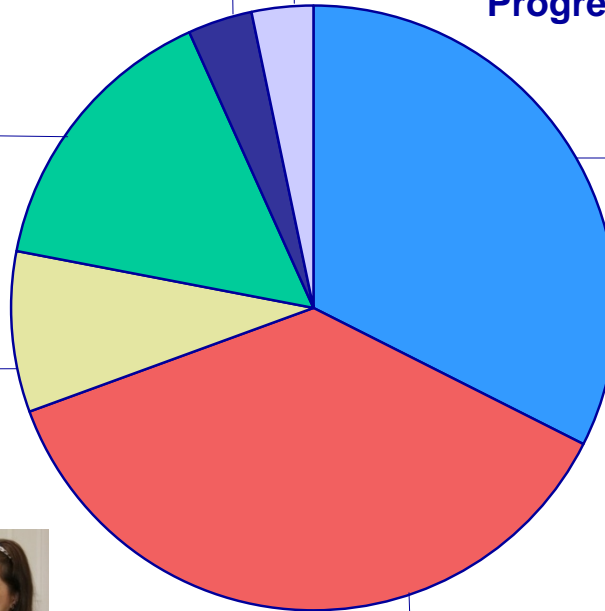
3% Hi-Tech Progressives



15% Coming-of-Age Traditionalists



32% Rural Conservatives



9% Prudent Urbanites



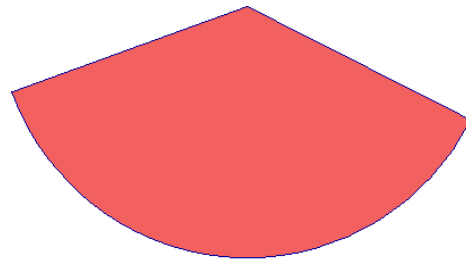
37% Aware Ambivalents



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

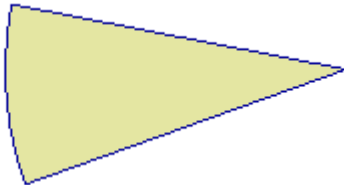


37%

Prudent Urbanites



9%

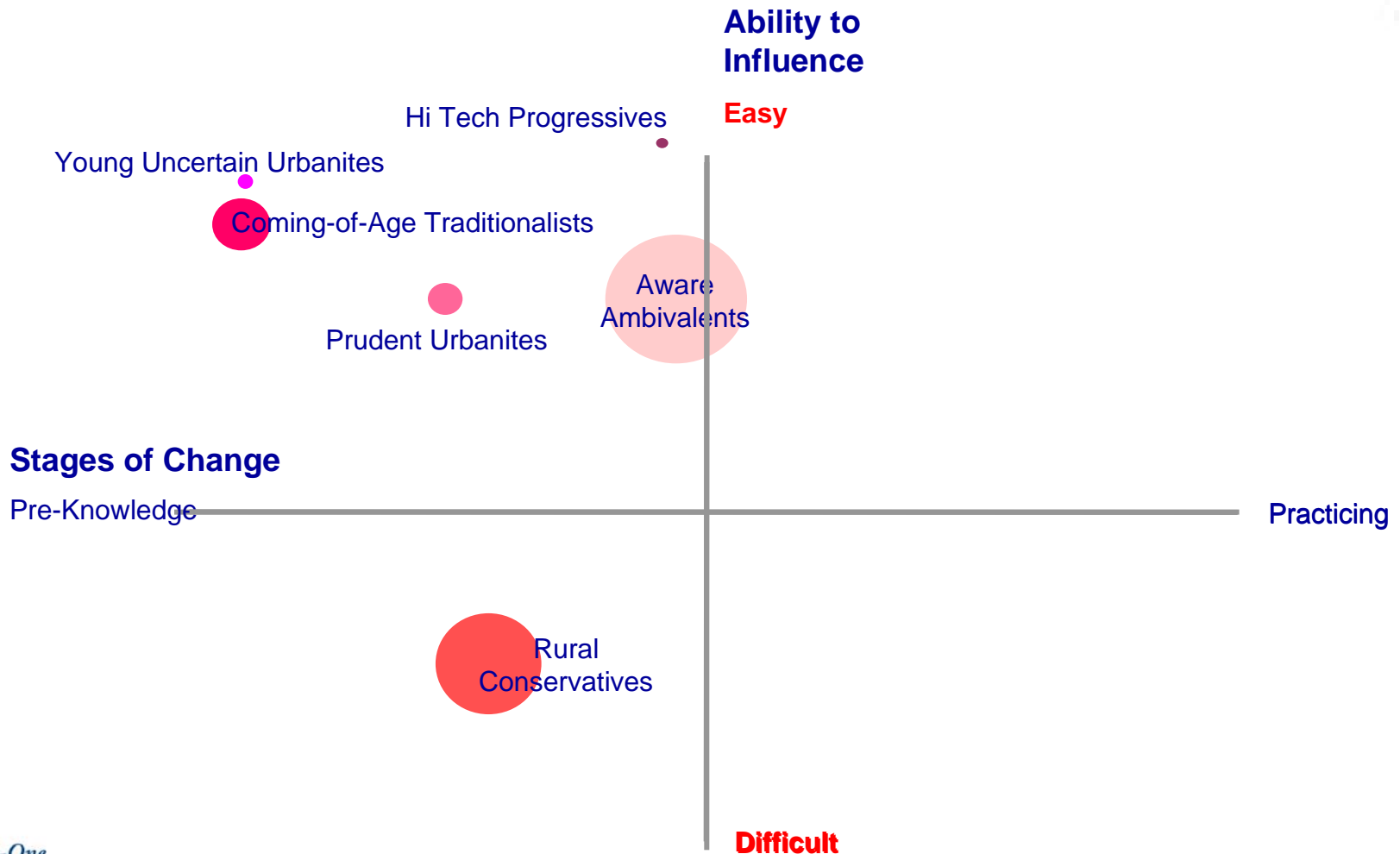


- Mostly aged 35-49
- Exclusively urban
- Mostly wealthy
- Mostly married
- Frequent radio listeners
- A woman should pursue a career before children
- FP use leads to health and financial benefits
- Highest awareness of IUCD and condom
- Today's television encourages premarital sex and its shameful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

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

Segment Ability to Influence



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