

F3

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Scoping: target audience profile and segmentation



EVROPSKÁ UNIE
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**MS
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MINISTERSTVO ŠKOLSTVÍ,
MLÁDEŽE A TĚLOVÝCHOVY

Targeting the audiences

- Because the budget is limited
 - need to prioritize
 - Allocate resources to the most effective and efficient segments
- Target audiences
 - Greatest need (size, incidence, severity, defenselessness)
 - Greatest readiness for action (readiness, willingness, ability to respond)
 - Easiest to reach
 - Best match (organizational mission, expertise and resources)

Why also segment?

- There is no single, simple solution
- Different groups may have different motivations (e.g. groups of homeless)
- The issue we are dealing with can have many aspects and each requires different solution.
 - E.g. Being overweight
 - Because of unhealthy snacking
 - Because of eating out
 - Because of the lack of time to cook
 -
- Benefits of segmentation:
 - Increased knowledge and understanding of the target audience (needed to develop strategies)
 - It is easier to identify trends in the target audience
 - Ability to set meaningful objectives (knowing the numbers of segments)
 - Increased effectiveness (number of behaviors influenced)
 - Increased efficiency (number of behaviors vs. Money spent)

Audience segmentation

- Traditional variables for market segmentation:
 - Demographic (age, gender, marital status, family size, income, occupation, education, religion, etc.)
 - Predictors of needs, wants, barriers, benefits, behaviors
 - Available data
 - Easy to describe
 - Geographic (countries, counties, cities, schools, neighborhoods, commute patterns, places of work, etc.)
 - Psychographic (social class, lifestyle, values, personality - e.g. concern for the environment)
 - Behavior (knowledge, attitudes, behaviors related to the issue)
 - Occasion, benefit sought, usage levels, readiness stage, attitude
 - Other –Blood pressure, passive/active within community, obesity...
 - A mix of the above (usual)

Segmenting by stages of change

(Prochaska, Norcross, DiClemente, 1983)

- Precontemplation
 - Deny having a problem
- Contemplation
 - Acknowledge having a problem, begin to think about changing it
- Preparation
 - Planning to take an action
- Action
 - Modify the behavior and the surroundings
- Maintenance
 - Consolidate gains attained during the action
- Termination
 - Problem no longer presents temptation or threat
- Rarely linear progression

Generational segmentation (peers)

- Traditionalists (1927-1945)
- Baby Boomers (1946-1964)
- Generation X (1965-1977)
- Generation Y (1978-1994)
- Millennials (1995-2002)

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Finding the segment

- Based on your previous literature review and the discussion with other stakeholders, choose the variables that can possibly be used to reasonably segment the target group (e.g. Age, attitudes, lifestyle, motivation, stage of change...)
- You can use the sources from step 1, other secondary data (research of specific organizations, statistical offices, geographical data)

How can it be done

- “Bring together the key players to consider the target audience (e.g. a workshop or away-day where the steering group and others can explore the audience and how it is composed)
- Check that key players understand the meaning and importance of audience segmentation, and, if necessary, clarify the principles and any misunderstandings.
- Identify segmentation criteria and variables
- Focus on those variables relating to the desired behaviour as well as problem behaviour.
- Evaluate potential target audiences once they have been identified.“

How it can be done

- If the secondary evidence is insufficient, select up to three target audiences with whom you can conduct primary research.

BUT

- Research can be expensive so the more focused your brief, the more economical it will be.
- Describe behaviours in as detailed a way as possible, then cluster these specific examples into groups that show similar features (e.g. for food behaviour 'eating high fat foods' is not specific enough)

Different kinds of segments

- Segments May Be:
 - Downstream
 - Adopting a behavior
 - Midstream
 - Influential/close to the target audience
 - Upstream
 - Policy makers, corporations, funders
 - Infrastructures, Business Practices

Choosing the segment

- Segment size
- Problem incidence
- Problem severity
- Defenselessness
- Reachability
- General responsiveness
- Incremental costs
- Responsiveness to marketing mix
- Organizational capabilities

- Evaluate segments, calculating
 - potential for effectiveness score – size x incidence x severity x defenselessness
 - Potential for efficiency score – reachability, responsiveness, incremental costs, responsiveness to mm, organizational capabilities

Where are we going with this?

- A list of specific target audiences, described by segmentation variables.
- An analysis of the viability of each target audience according to specific criteria.
- A behaviour tree for a specific generic behaviour.

What does it help us with?

- Better understanding of whose behaviour our intervention must address.
- Identifying the specific target audiences which fulfil the criteria.
- Better understanding of the many behaviours which contribute to the overall 'generic' behaviour.
- A good basis for analysing the determinants of behaviour, identifying appropriate interventions and setting realistic goals.

What motivates the audience

- It is crucial to develop a deep insight about the audience's lives, particularly the factors that motivate them
- Understanding why people behave the way they do helps us to encourage them to change their behavior
- May be necessary to carry out primary research to do that (people do not usually act rationally, so just asking them why they behave a certain way is not enough)

What moves the audience: target group insight

Developing a 360 degree view



A practical tool:

What moves the audience: target group insight

- Generate a list of factors that may influence the target group
 - E.g. Brainstorm a list of factors that could influence young people to use drugs (peer pressure, etc...). Does it differ in differing groups?
 - Use the secondary data you already have.
 - Involve other knowledgeable people and/or stakeholders
- In the end, you should have:
 - A model of the key influences on the target audience's behaviour.
 - A list of more specific motives for both the desired and problem behaviours for each target audience.
- Which allows to:
 - Understand why the target audience(s) engage in desired and problem behaviours.
 - Develop interventions directly addressing specific target audience(s) motivations.
 - The basis for audience segmentation and targeting.
 - Write a brief and/or design a research to gain the necessary insight not yet available

Example

- http://webarchive.nationalarchives.gov.uk/20130124044551/http://www.dh.gov.uk/prod_consum_dh/groups/dh_digitalassets/documents/digitalasset/dh_086291.pdf
- NHS Healthy Foundations: A segmentation model

The contribution of theory to understanding behavior

- Interventions based on theory are more effective
- Start with understanding the customer first, then look at which theories might offer insights into why they do what they do and what might influence them.
- Try to involve a mix of people with different perspectives, experiences, skills and ideas (avoid involving all people with similar academic or professional backgrounds.)

References

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- Lee and Kotler (2016), Social Marketing, Fifth Edition, Sage.
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- The National Social Marketing Centre - <http://www.thensmc.com/>