

**PRESENTATION GIVEN AT THE TRANS LINKS VALUE CHAIN  
WORKSHOP ENTITLED:**

**“Value Chain Cases in the Context of Conservation  
Marketing and Certification”**

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# USING MARKET RESEARCH TO EFFECTIVELY SUPPORT THE NATURE WEALTH & POWER GOALS

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**Steadman Group is now Synovate**



# Presentation outline



- **About Steadman Group**
- **Why Market research?**
- **Examples from consumer products that have environmental, social, and economic goals**
  - **Fuel efficient stoves**
  - **Domestic rain water harvesting**

# ABOUT STEADMAN



- Is an integrated market and social information company comprised of three divisions.....



**Research**

- Market Research
- Social Research
- Media Research
- Opinion Polling

**Media  
Monitoring**

- Advertising Verification
- Editorial Content analysis
- Industry Advertising Expenditure

**Strategy &  
Training**

- Skills development
- Research based strategic planning

# What we would like you to know .....



- The group was recently acquired by Synovate global - A member of the Aegis group.
- Increased offering in Africa

# Our Foot Print in Africa.....

Synovate has full fledged offices in 10 African countries



- Ghana
- Kenya
- Mozambique
- Tanzania
- Uganda
- Zambia
- Algeria
- Egypt
- Morocco
- South Africa

Synovate Pan African-Formerly Steadman group

\* Field staff      ○ Full Fledged Offices

# Some of our products.....

## Market Research

- Feasibility Studies
- New product development
- Market Assessment studies
- Product & Concept tests
- Employee/Customer Satisfaction
- Brand Equity
- Brand health
- Usage & Attitude (U & A)
- Brand Positioning

## Social Research

- Feasibility Studies
- Impact Evaluations
- Mid term Evaluations
- Communication Evaluations
- Governance & Service delivery
- Opinion Polling
- Health & HIV/AIDS studies
- Financial service delivery
- Livelihood studies

*Both Quantitative ( Randomized experiments) & Qualitative ( FGDs, IDIs)*



# WHY MARKET RESEARCH ?

# Initial Remarks.....

A. Generally Market Research is a surest way of establishing the market scenario as it is before entry ( Market Assessment).



- Obtain learnings from products that already exist
- Establish value chains that already exist and their possible involvement in the program.
- Establish any gaps/weaknesses of the current product and supply chain.
- Identify best marketing messages to begin with.

B. Market Research provides a valid, reliable and current information upon which strategic and tactical decisions are made.

# Why Market research.....?

1. You will engage and interact with the anticipated consumers of the program.



Is there a felt need?

What are the Product features to incorporate?

What are the perceived risks solutions?

Reaction toward product?

Who's the key decision maker?

What's the Potential Market share?

What are the perceived benefits?

# Success Factors

- Perceived effectiveness of the technology
- Priorities of consumers and technology developers have to align
- User participation is crucial to success

## Case Study 1: How consumers pick out a different slant from the intended

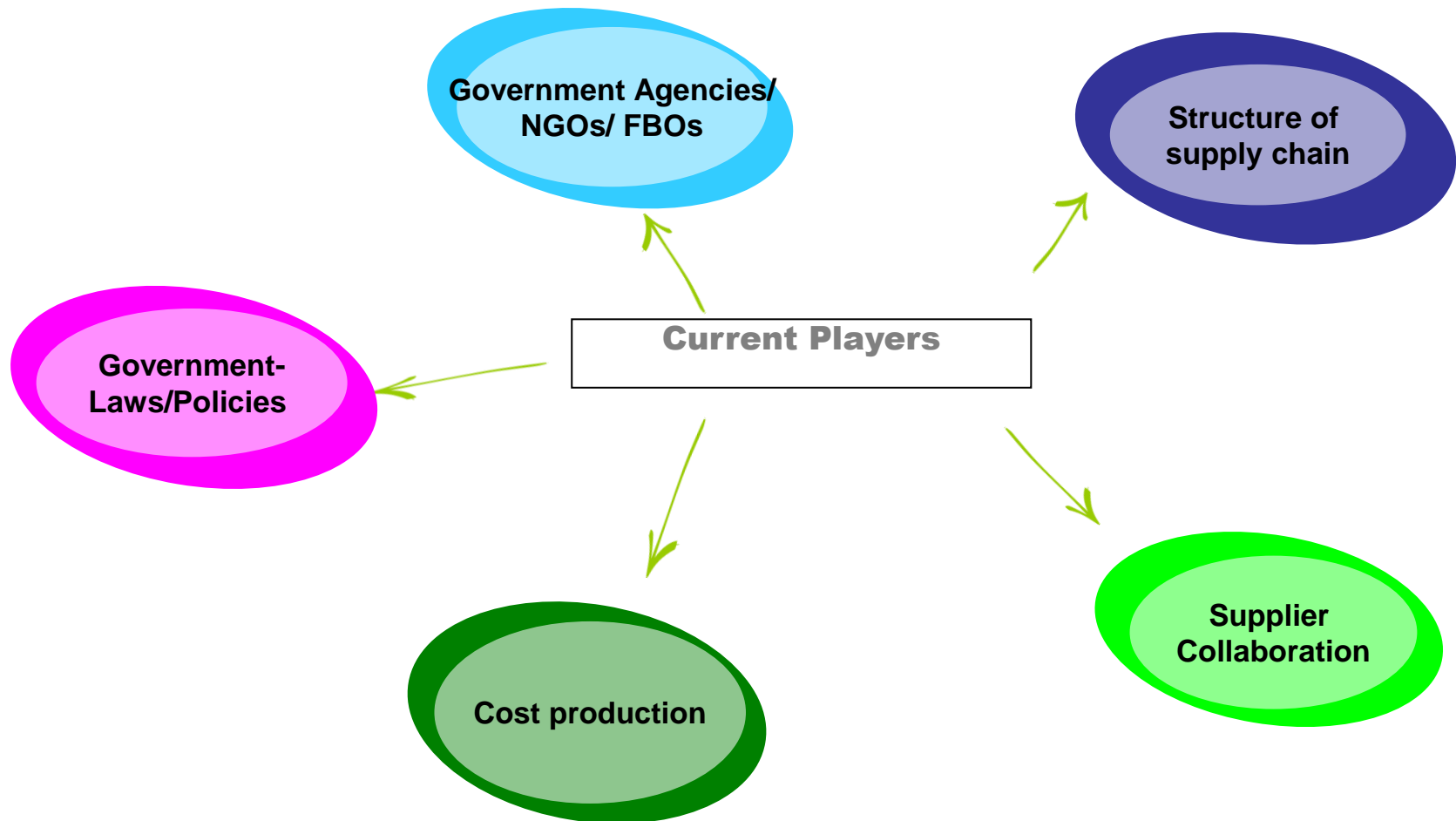
- The ceramic stove (below) was developed as a response to the urban energy demand
- The tripple bottom line objectives were - Environmental, Social (health), and Economic
- However, Consumer priorities were – Ease of use, neatness and attractive design
- By retaining the elements of familiarity established through research in the marketing communication made the technology more receptive to users

### ***Benefits of a ceramic Cooking Stove***



# Why Market research.....?

2. Establish key players/structures and how they might affect your idea/product/program.



## Success Factors

The following factors enhance adoption rates:

- **Profit motivation** – The product / program should allow the market to develop on its own merit, completely free of subsidies
- Motivate users to adopt the technology – Simple to use, inexpensive and easily transferable
- Policies & Laws - These may favor or disfavor the product / program – E.g. the Water and Environmental policy/ MDGs in Kenya favour Rain Water Harvesting

## Case Study 2: Why Commercial Model is Important

- The photo below is of a stalled government water program.
- This case was noted during a study on domestic rainwater harvesting in Manyoni District, Tanzania.
- There was, however, no sense of ownership because consumers did not invest in it.
- Government and NGO subsidy programs hamper sustainable dissemination





## Case Study 3: Why Commercial Model is Important

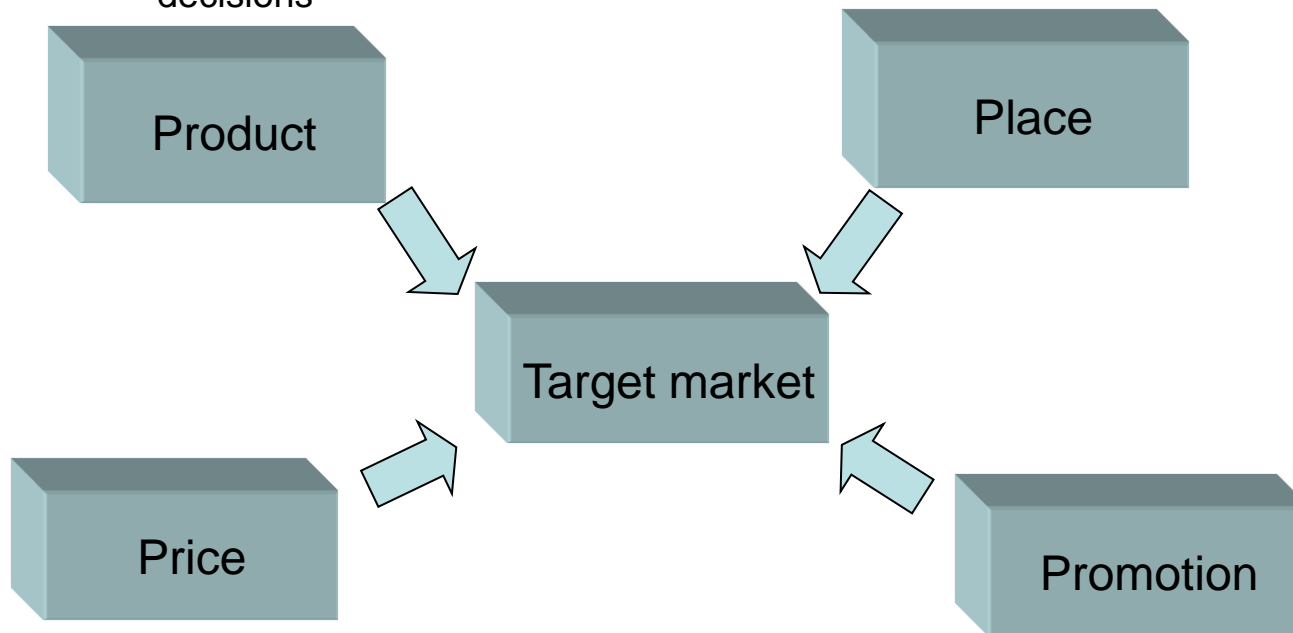
- The photo below shows a huge tank donated by an FBO on a roof that might never feel it, in Kitui, Kenya (NGOs and FBOs play a major role in development related programs)
- The challenges, however, are:
  - Most projects are run on full donation basis, hence no sense of ownership and poor maintenance
  - Attempt to leap frog technologies, which are not easily transferable
- This leads to low adoption rates



# Why Market research.....?

3. Helps you determine the most suitable entry point into the market.

- How do you strategically position your idea/product/program?
- The task of market research is to provide- current, reliable and valid information to make strategic & tactical decisions



- Creates a positive response from the target market if optimally blended. Customers get satisfied if well controlled

## ***Process of Identifying the most suitable entry point***

- Each of the 4 P's is likely to face limitations that may vary with the program/idea/product.
- Determine the various plausible interventions-Brainstorming important
- Important to select the best approach among the numerous possible solutions identified

<b>Market mix</b>	<b>Foreseen Challenges ?</b>	<b>Possible solutions?</b>
Promotion	Limited or lack of awareness about the program, which may lead to low adoption rates.	1) Mass media 2) Road shows 3) Public meetings
Place	Inconveniences related to cost and long distances to point of sale.	4) Commercial retail outlets 5) Market days
Price	Lack of finance to purchase product	6) Micro-finance loaning programmes 7) 'Merry go round' schemes
Product	Adoption risks, e.g. secondary contamination of water	8) Provide usage instructions through road show and PA system 9) Package inserts that contain written instructions and photo / diagrams

## Using the Evaluation Matrix

- Using the evaluation matrix – Appraise the various solution options – More than one evaluator.

*“An evaluation matrix is a decision making tool for evaluating and prioritizing choices”.*

- Sum the scores and find average-Highest ranking depicts most reasonable solution.

Marketing issue	Solution options	Framework of beneficiaries	Management support	Cost of implementation	Expediency (Fast results)	Impact on final unit cost	Total scores
Promotion	<b>1</b>	3	4	4	4	4	<b>19</b>
	<b>2</b>	4	4	3	4	3	<b>18</b>
	<b>3</b>	2	1	1	4	2	<b>10</b>
Place	<b>4</b>	2	1	5	1	1	<b>10</b>
	<b>5</b>	4	5	3	4	3	<b>19</b>
Price	<b>6</b>	2	5	2	2	1	<b>12</b>
	<b>7</b>	4	4	4	4	4	<b>20</b>
Product	<b>8</b>	3	4	3	4	3	<b>17</b>
	<b>9</b>	4	5	3	4	3	<b>19</b>

# Why Market research.....?

## 4. It is Important in real Product trials



- Measure Product Acceptance
  - Establish the viability of the product
  - Identify possible problem areas for improvement (out of experience)
  - Ensures survival of product – you pick the pluses and drop the minuses of the product
  - Assess customer reaction (from experience)
- Through product trials, you can demonstrate and educate on how to use the product.

# WHAT IF YOU DIDN'T UNDERTAKE MARKET RESEARCH ?

- Poor Marketing strategies – Operating from uninformed point of view.
- Poor distribution channels – Lack of information hence poor strategies.
- Product performance below expectations
  - Demand not measured
  - Product not tested
- Rejection of technology/program/idea –
  - Demand not established
  - Product communication channels not appropriate

**THANK YOU!!**