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Adolescent sun protection: an examination of the prevalence of UV exposure indicators among brand loyalty segments

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Adolescent sun protection: an examination of the prevalence of UV exposure indicators among brand loyalty segments

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**Adolescent Sun
Protection:**
An examination of the
prevalence of
UV exposure
indicators among
brand loyalty segments

University of Wollongong



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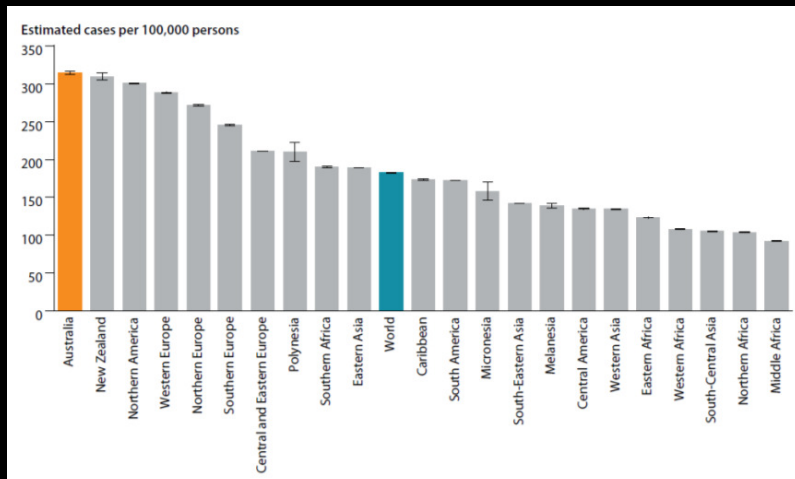
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The problem is
skin **CANCER**



and the problem is
BIG



Rate of melanoma in
Australia compared
to the rest of the
WORLD ?

x13_{higher}

Adolescents... are our target



Social Marketing

Segmentation... is key



Segment
by age



Segment
by
gender



Brand loyalty...



Brand loyalty –

“regular purchase of a brand based on a continued awareness of it, and a favourable (price- and promotion-resistant) attitude towards it”

1. **New category users** –not previously used a product from this category
2. **Brand loyals**–regularly buy that brand
3. **Favourable brand switchers** –occasionally buy that brand and also buy other brands
4. **Other brand switchers** –buy a variety of other brands, but not that brand
5. **Other brand loyals** –regularly buy one other brand.

what is the **sun protection**
brand?



This is Veronica...

the vigilant defender



Veronica is
aware of
the need

to sun protect...

and always does



Meet Fred...

The forgetful attempter

Fred is
committed
to
sun protect...
but often forgets

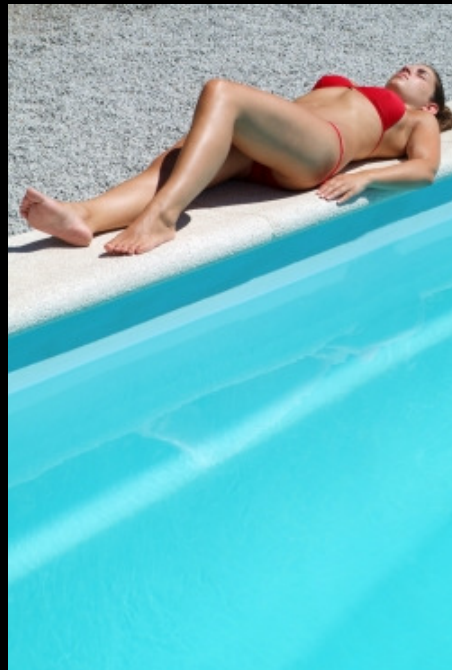




Meet Reece...

the risk reducer

Reece likes
to tan...
and uses
some sun
protection
to avoid
burning





Meet Chris...

the consciously lazy



Chris doesn't
wear sun
protection
because
it's just
a hassle

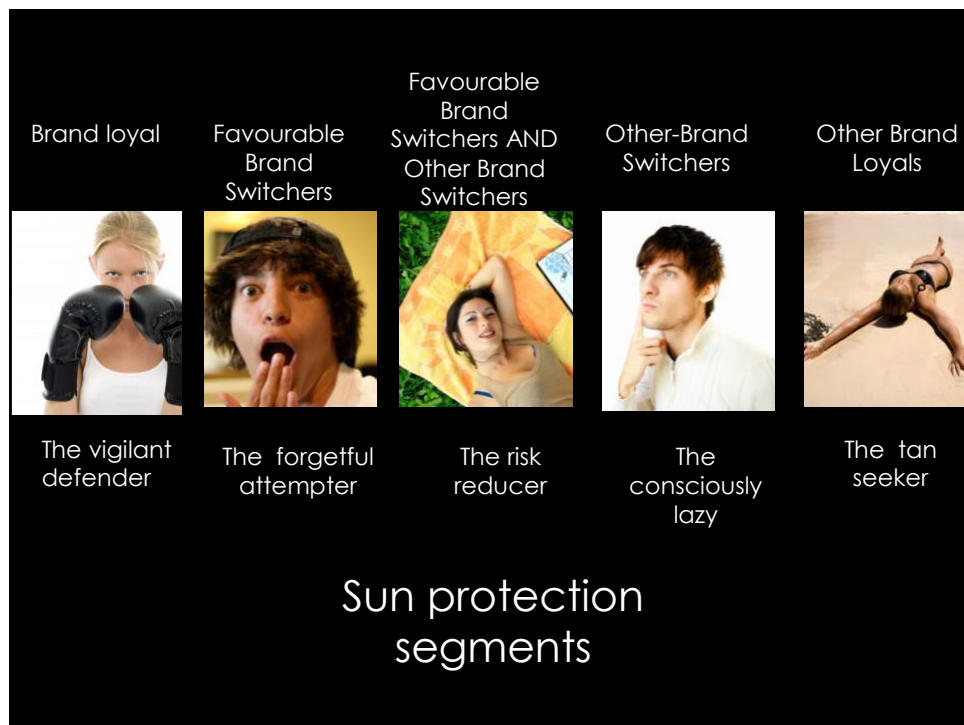
Meet Taylor...

the tan seeker



Taylor likes to
tan...
a lot!





Aim

Test the relationship of social marketing segments with indicators of UV exposure



Methods

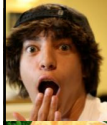
In September 2009, 692 adolescents participated in a self-report survey about sun protection behaviours.

QUESTIONS



The vigilant
defender

I know I need to protect myself from the sun
and I always do



The forgetful
attempter

I try and use sun protection, but often
forget



The risk
reducer

I like to tan, but also use sunscreen so I don't
go red or get wrinkles when I'm older



The
consciously
lazy

I don't usually use sunscreen because it just
takes too long and is annoying to apply



The tan
seeker

I like having a tan, so I avoid using sun
protection



The
unaffected

I have never really needed to protect myself
from the sun

PROPORTION

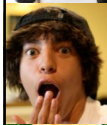
GENDER Male-Female



The vigilant
defender

15.0%

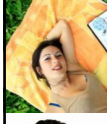
32% - 68%



The forgetful
attempter

30.2%

38% - 62%



The risk
reducer

30.9%

25% - 75%*



The
consciously
lazy

10.0%

66% - 34%*



The tan
seeker

7.6%

28% - 72%*



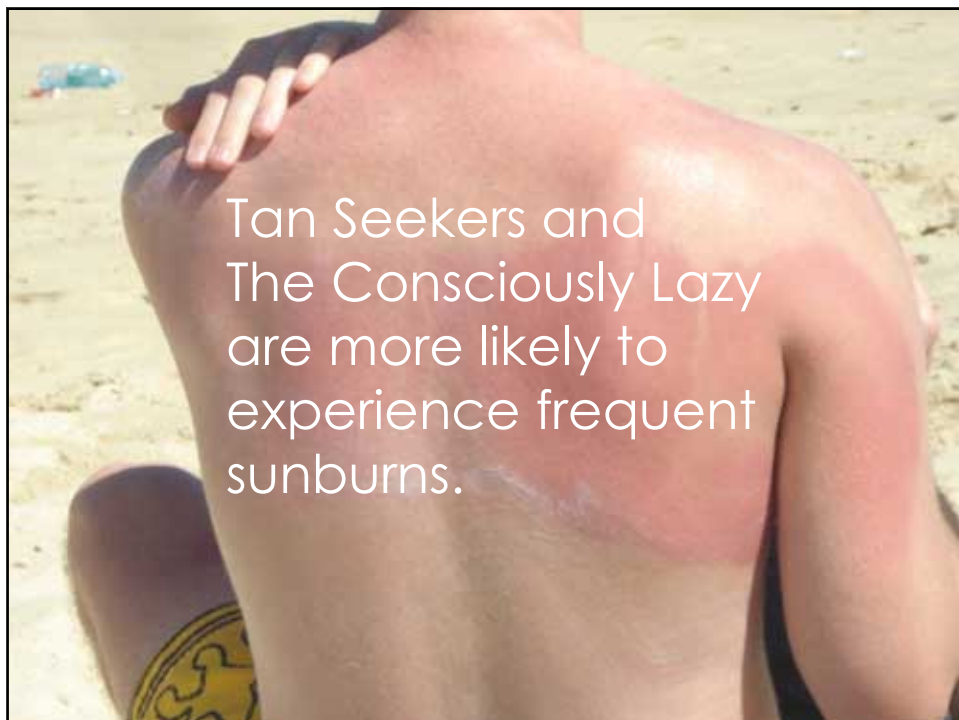
The
unaffected

6.4%

60% - 40%*

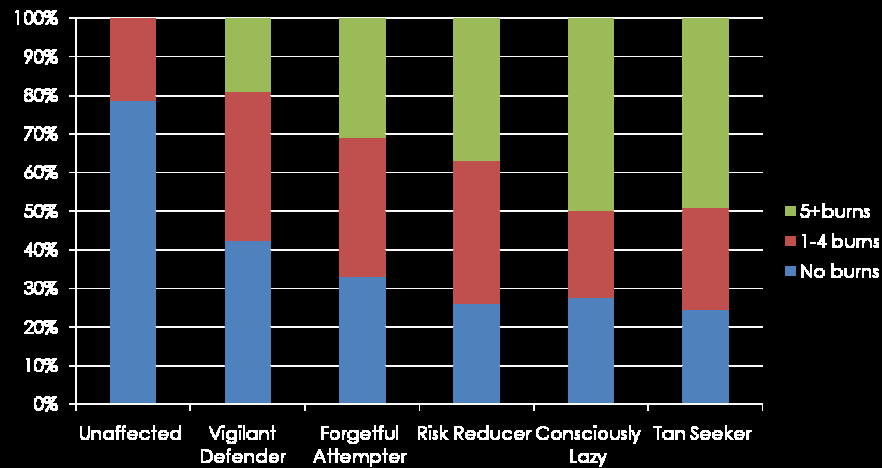
Results

The prevalence of indicators of UV exposure varies between brand loyalty segments.



Tan Seekers and
The Consciously Lazy
are more likely to
experience frequent
sunburns.

Relationship between social marketing segments & sunburn (n=622)

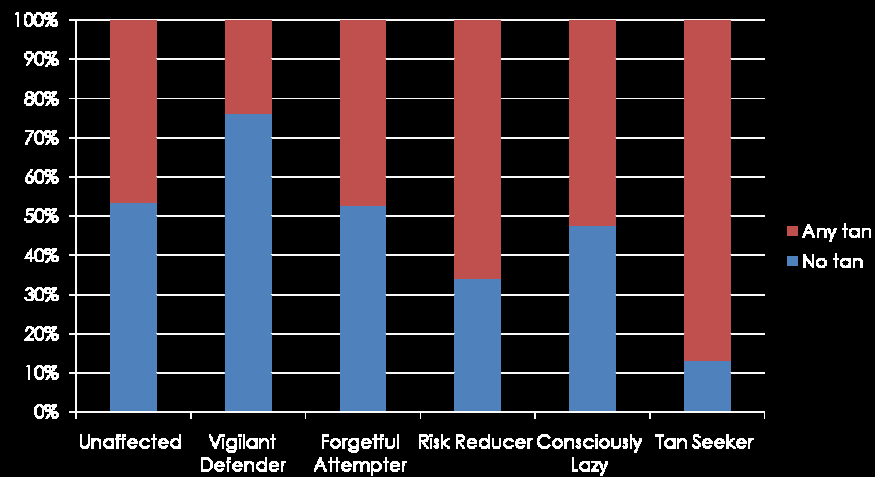


Tan Seekers more likely to have a current tan.

Vigilant Defenders are more likely to report having no current tan.



Relationship between social marketing segments & tan (n=622)



Conclusion

Segmentation allows marketers to identify the segment with the most negative behaviours and most in need of change.

Segmentation of the adolescent audience along brand loyalty lines provides a useful basis for targeting interventions aimed at reducing UV exposure among adolescents.

Segments allow researchers to categorise young adults on their **patterns** of sun protective behaviour.

Segments enable the development of 'risk profiles' based on skin colour and type variables with behavioural patterns and indicators of UV exposure.

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