

GENDER-SENSITIVE MARKETING PRACTICES

Output indicator

Indicator Phrasing

English: % of [specify the target group] who adapted their marketing practices to reach [choose: female / male] customers more effectively

French: % de [spécifiez le groupe cible] qui ont adaptés leurs pratiques commerciales pour atteindre plus efficacement les clients [choisir : femmes / hommes]

Portuguese: % de [especificar o grupo-alvo] que adaptaram as suas práticas de marketing para atingir clientes [escolher: do sexo feminino / masculino] de forma mais eficaz

Czech: % [určete cílovou skupinu], kteří upravili své marketingové praktiky, aby byli schopni efektivněji oslovit své potenciální [určete: zákazníci / zákaznice]

What is its purpose?

The indicator assesses the proportion of the targeted service providers / sellers / sales agents / other businesses who adapted their marketing practices in a way that enables them to reach female / male customers more effectively. It is an indicator of how gender-sensitive the marketing practices are (i.e. meeting better the needs of potential female / male customers).

How to Collect and Analyse the Required Data

Collect the following data by conducting individual interviews with a [representative sample](#) of your target group members:

RECOMMENDED SURVEY QUESTIONS (Q) AND POSSIBLE ANSWERS (A)

Q1: *In the past [specify the period], have you made any changes in your marketing practices so that you are more able to reach [select: female / male] customers?*

A1: no / yes

(the next question is asked to verify whether the previous response is correct; ask it only if the previous response is YES)

Q2: *Can you please tell me more about the changes you made?*

A2:

1) no, specific changes to better reach female / male customers were not made

2) yes, changes were truly made – specify them: _____

(note: if you know what types of changes the target group members might make, consider pre-defining the options + leaving another option: “other – specify: _____”)

To **calculate the indicator's value**, divide the number of respondents who changed their marketing practices to be more gender-sensitive by the total number of respondents. Multiply the result by 100 to convert it to a percentage.

Important Comments

1) It is recommended that you also **measure whether such practices contributed to higher sales** and if so, to what extent did they increase the sales ([see guidance](#)).

2) **Examples of gender-sensitive marketing practice aiming to better reach female customers include:**

- an enterprise recruiting and training female sales agents to sell their products, who may be more effective at communicating the benefits of the product to other women
- tailoring the marketing messages to the needs and interests of women (e.g. focussing on the time-saving benefits of a new technology which may appeal more to women than cost-savings)
- conducting sales promotion events at a location that women (who may have restricted mobility) are more able to join (e.g. at a household rather than in town)

3) It is crucial that you discuss and clearly **agree with the data collectors which changes can be accepted** as concrete measures taken to reach female / male customers more effectively. For example, if the respondent says that during a promotion event s/he talks not only to men but also to women, this should not be accepted as a specific measure.

E-Questionnaire

- [XLS form for electronic data collection - indicator Gender-Sensitive Marketing Practices](#)