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

Centre for Health Initiatives
Melinda Williams
Centre for Health Initiatives, University of Wollongong mw483@uowmail.edu.au

Sandra C. Jones
Centre for Health Initiatives, University of Wollongong

Don Iverson
Director, Illawarra Health and Medical Research Institute and Pro Vice-Chancellor (Health),
University of Wollongong

Peter Caputi
School of Psychology and Centre for Health Initiatives, University of Wollongong

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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? 

$\times 13_{\text{higher}}$
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!
### Sun protection segments

<table>
<thead>
<tr>
<th>Brand loyal</th>
<th>Favourable Brand Switchers</th>
<th>Favourable Brand Switchers AND Other Brand Switchers</th>
<th>Other-Brand Switchers</th>
<th>Other Brand Loyals</th>
</tr>
</thead>
<tbody>
<tr>
<td>The vigilant defender</td>
<td>The forgetful attempter</td>
<td>The risk reducer</td>
<td>The consciously lazy</td>
<td>The tan seeker</td>
</tr>
</tbody>
</table>

### 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.
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

QUESTIONS

PROPORTION

<table>
<thead>
<tr>
<th>Character</th>
<th>Proportion</th>
<th>GENDER Male-Female</th>
</tr>
</thead>
<tbody>
<tr>
<td>The vigilant defender</td>
<td>15.0%</td>
<td>32% - 68%</td>
</tr>
<tr>
<td>The forgetful attempter</td>
<td>30.2%</td>
<td>38% - 62%</td>
</tr>
<tr>
<td>The risk reducer</td>
<td>30.9%</td>
<td>25% - 75%*</td>
</tr>
<tr>
<td>The consciously lazy</td>
<td>10.0%</td>
<td>66% - 34%*</td>
</tr>
<tr>
<td>The tan seeker</td>
<td>7.6%</td>
<td>28% - 72%*</td>
</tr>
<tr>
<td>The unaffected</td>
<td>6.4%</td>
<td>60% - 40%*</td>
</tr>
</tbody>
</table>
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.
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.

References

References: Images

- Photograph by: Renjit Krishnan www.freedigitalphotos.net Photo of friends by: Graur Codrin. www.freedigitalphotos.net
- Slide 20. Relaxing by the pool. Photograph by: m_bartosch. www.freedigitalphotos.net
- Slide 33. Sunbathing. Photograph by: m_bartosch. www.freedigitalphotos.net