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DEPARTMENT OF MARKETING



INNOVATION, SOCIAL AND ECONOMIC CHALLENGES

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SEGMENTATION FOR CONSUMERS OF SMALL AND MEDIUM BLOOD SERVICE ENTERPRISES

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One of the important components in marketing activities managing in small and medium blood service enterprises is customer analysis in blood service and segmentation [7].

About segmentation effectiveness indicates the growing quantity of publications about working with individual donors' segments (especially in recent years). It also indicates the need for the development of measures to establish communication with each segment.

Segmentation of blood service's consumers has its own features. All donors help solve the problem of blood shortage in society. It differs in the *level of readiness for donations*, barriers, motives, age, cultural and racial differences, and other secondary factors.

The main factors of segmentation in the blood service are:

1. *Level of readiness for donations*: non-donors (never donated blood); existing donors (donate blood regularly); lost donors (stopped donating blood for objective or subjective reasons).

Donors by barriers and motivation are divided into: "Impure altruists", "I want to, but make it easy for me", "Free-riders", "Reciprocal altruists", "I can't because I'm scared" and "I want to, but I can't" [6].

Non-donors by type of barriers to be donors (informational, internal, space-time, procedural): "Very Inhibited" (exposed to a large number of barriers of all types); "Uninhibited" (exposed to fewer barriers); "Apprehensive" (mostly subject to barriers of information and internal nature); "Busy" (feel mostly barriers of time and space of information) [9].

Existing donors by the degree of loyalty to the blood service institution: primary (donated blood several times during the whole period) and permanent (donate blood more than 2 times in a year for several years).

Lost donors by reasons: objective donors (can not donate blood by health reasons), subjective donors (by subjective reasons - moving to another place, lack of habit, no company, no reminders, etc.), temporarily taken away (after certain conditions, it will be allowed to donate blood). Text messages and phone calls are the most effective for the return of temporary allotments.

2. *Motivation*: voluntary (donate blood free of charge for altruistic reasons); family (handed over at the request of relatives or acquaintances); paid (donate blood on a paid basis).

Voluntary donors are recognized as the safest because they are motivated by altruism, the desire to help others, a sense of moral duty. They are more responsible for donor status.

3. *Age*: schoolchildren (mostly high school children as potential donors in the future); youth (students of medical universities, military students, students of other universities); older people (working in large organizations, small and medium businesses); pensioners and the unemployed.

Schoolchildren can donate by their parents first, and then they will also become donors while studying at the university. It is necessary to explain the blood donation process features, improve awareness of the need for blood, and change wrong thinks about blood donation.

According to the analysis of communication tools, it is advisable to conduct most blood donation campaigns through social media for young people. Because young people are more influenced by Internet technology. It is also advisable to use small signs of gratitude with the blood center logo [8].

Medical students can be effective motivators among students of different universities or faculties due to their role and ability to put themselves in a yearling group. Nurse students could help promote this dedicated practice and develop a mature, responsible civic position [3].

Military students have good physical shape, athletic status, academic success, and the desire for a military career after graduation. This is largely due to blood donation. Donor behavior may be influenced by their attitudes toward civic responsibility, time constraints, incentives, peer influence, and blood collection agencies' characteristics.

4. *Scope of activity*: staff of the blood service institution; medical workers; non-medical professionals.

Blood service staff can assist in recruiting donors. The key to donor support is good service. Long waits, long blood donation times, donor reactions, poor service, and little interaction with the donor are the main reasons for donor dissatisfaction.

Hospital staff is one of the most effective sections of the population in promoting blood donation. In some hospitals, mostly foreigners are treated, and finding relatives, in this case, is almost impossible. Then a good solution is to encourage hospital staff to donate blood [1].

5. *Gender*: male donors and female donors. This factor is important because women are allowed to donate blood less often than men.

6. *Level of commitment*: potential (theoretically can be donors); interested (showed interest to donation); primary (donate blood for the first, second, or third time); permanent (apply repeatedly); fans (not just donate blood, but also recommend to be a donor to their acquaintances and colleagues).

7. *Religious and racial affiliation*: the majority of the population (always live in some region); racial and religious minorities.

Recruitment of racial minorities is especially important when members of such minorities differ in blood type or HLA. This can lead to a shortage of rare groups in these minorities' treatment. They can help increase awareness-raising donations through educational activities, engage religious or other leaders, and improve infrastructure on the ground [2].

8. *Origin and place of residence*: local population; migrants and refugees.

Marketing programs to attract refugees and migrants should be developed to shape health expectations. It is important to explain how participation in donation programs can help them in the future [5].

Segmentation of blood service consumers can choose both on one, and on several and even all variables.

It allows us to identify the real and potential needs and donor's motives, maximize the benefits of a single donor, successfully compete with blood service facilities. Segmentation allows blood service centers to choose the target market, focusing on its activities. It also allows them to define and implement the strategy of development of the centers.

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