

Tool 3.1: Conduct sex-disaggregated market research

Due to the lack of sex-disaggregated market research, you may often face challenges in targeting potential female customers and women-dominated geographies. Sex-disaggregated data is crucial for understanding women's needs, preferences, and behaviours as a consumer group.

Tool objectives

- To identify potential women-dominated geographies/clusters/value chains relevant to your technology.
- To understand the distinct needs, preferences, and pain points of potential women customers to tailor your technology and services accordingly.

Action plan

Step 1: Identify potential targeted market segment

- ☐ Conduct market research considering women's inclusivity to understand your technology's market scope and geographical reach for women users, and understand differentiated needs of women users. A brief methodology to conduct market research is as follows:
 - ☐ **Secondary research:** Review the existing data sources, such as census reports, government statistics, and industry reports, to gain insights into the local community's demographics.
 - ☐ **Primary research**
 - ☐ **Surveys and questionnaires:** Design specific questions to gather data on women users' demographics, usage patterns, and preferences.
 - ☐ **Focus groups:** Discuss with potential women from target geographies to gain qualitative insights.
 - ☐ **Interviews:** One-on-one interviews with key stakeholders, including women nano-/micro-entrepreneurs, community leaders, and potential users.

Step 2: Identify key markets and value chains

- ☐ **Identification of women-dominated geographies:** Map out regions with a high concentration of women users.
- ☐ **Cluster analysis:** Identify clusters of industries or communities where women play a significant role in economic activities.
- ☐ **Value chain analysis:** Examine the value chain to identify stages where women are key participants (e.g., production, post-harvest management, textile, animal husbandry).

Step 3: Develop personas and user profiles

- ☐ Create detailed personas representing different segments of women users, including their needs, challenges, and preferences.



- ☐ Create segments of your relevant target audience based on:
 - Demographics (age, income level, education, occupation, and family structure).
 - Geographic segmentation: Urban, peri-urban or rural, specific regions or states.
 - Behavioural segmentation: Usage frequency, purchase decision-making, brand loyalty.

Step 4: Reporting and recommendations

- ☐ **Market report:** Compile findings into a comprehensive report highlighting key insights, potential opportunities, and market entry strategies.
- ☐ **Strategic recommendations:** Provide actionable recommendations for targeting women users, including technology design modifications, marketing strategies, and partnerships.

Indicative: Required resources and cost and time implications

Resources: Salaries to human resources (HR) for market research, software to collect/analyse data, travelling allowance (TA) and dearness allowance (DA) for field visits.

Indicative cost heads*	Cost implications Low: USD 0–2,500 Medium: USD 2,000–5,000 High: USD>5,000	Time implications Low: 1–3 hours/week Medium: 4–5 hours/week High: >5 hours/week	Frequency of expenses
Salaries to HR	Low	High	Monthly
Software for data collection	Low	-	-
TA/DA for field visits	Medium	High	Quarterly

**Note: This calculation provides an overview of the primary cost categories associated with the implementation of this tool. Minor expenses may also be incurred.*

Source: Authors' analysis

Potential indicators to measure success

- Identification of potential value chains and geographies to target women users based on gender-inclusive market research.
- Increase in share of women in the customer portfolio.