

INSIGHTS INTO HOW WOMEN SHOP

If you are relying solely on demographics to define your target market, chances are you're missing the mark. Today, more than ever, traditional demographic segmentation has become less and less relevant to marketers as a means to define business opportunities. Growing diversity and market fragmentation mean life stage is less important and lifestyles are more idiosyncratic. As a result, women's buying behavior is more complex than ever. Retail analysts predict that by the year 2010, the consumer marketplace will be defined more than ever by shopping behavior and motivation rather than demographics.

To help marketers stay at the forefront of women's shopping behavior and motivation, *Frank About Women* conducted a groundbreaking segmentation study of women's core shopping mindsets. Overall, we found that women fall into five distinct categories when approaching almost any shopping trip:

- Zealot Shoppers (27%) relish all forms and formats of shopping.
- Feel Good Shoppers (19%) view shopping as a self-indulgent escape.
- Mission Shoppers (18%) are value-minded and seek convenient, efficient shopping experiences.
- Butterfly Shoppers (26%) view shopping as a social event.
- Anti-Shoppers (10%) approach shopping as a necessary evil.

As a marketer, knowing how women think about shopping experiences can help you shape marketing programs that not only attract new customers to your brands, but also enrich the relationships you have with current customers. To learn more about each shopping mindset or to get a presentation of the study findings and their implications for your brand, contact *Frank About Women* at 336-774-9267.

FRANK FACTS

One-third of women said they have walked out of a store without buying because of poor customer service. *Frank About Women*, "Retail Rituals: Women's Changing Attitudes Toward Shopping"

A majority of women said they consciously avoid brands that unrealistically portray women in their advertising. *Frank About Women*, "Appealing or Appalling: Images of Women in Advertising"

Among women over the age of 50, half said they have purchased a new product or brand in the previous month. *Frank About Women*, "Aging Redefined: A Frank Perspective on Women and Aging"

When women shop to relax, the top categories they choose are clothing and crafts or home decor. *Frank About Women*, "Retail Rituals: Women's Changing Attitudes Toward Shopping"

Almost one-quarter of women say they shop to keep up with current trends or fashions. *Frank About Women*, "Retail Rituals: Women's Changing Attitudes Toward Shopping"

Women like to buy gifts for others — 75 percent say they like shopping for family and friends. *Frank About Women*, "Women, Men, and the Pursuit of Fun"



FRANK INSIGHT: GIFTS WOMEN WANT ALL YEAR LONG

Gift-giving doesn't stop with the holiday season. And determining what women want for birthdays, anniversaries, and Valentine's day is an age-old question. *Frank About Women's* recent survey "Women, Men, and the Pursuit of Fun: Gift-Giving" assessed the top gifts on women's wish lists and even asked what they'd buy for themselves with a little extra cash. A key element of the report compared women's wants and wish lists with what men want.

Women said they want the gift of escape—choosing travel as their number one gift option. A majority (67%) said they would be willing to buy a travel gift for themselves, but they are more likely to buy themselves a tour package or cruise than a trip to the spa. "The chance to step outside the daily routine of balancing career, family, and other obligations for a little pampering is the best gift of all," said Siobhan Olson, a director of *Frank About Women*.

It's not surprising travel ranks so highly with women, considering how they define "fun." They told us fun activities combine social interaction and freedom, both of which are important elements of travel. These are both key aspects of a day at the spa, a week on an ocean liner, or a packaged tour of a fabulous city.

A close second choice for women's gifts included personal accessories, the most popular of which are jewelry and watches. Women ranked electronics as their third major gift choice. By contrast, men asked overwhelmingly for gifts from the electronics aisle, with 41 percent choosing technology as their number one gift choice, and only 11 percent putting travel at the top of their list.

"What's interesting about this contrast is that men chose gifts you would typically use at home, such as televisions and computers. This indicates to us that men are not feeling the same need to get out of the house in order to relax," Olson said. "The idea that women want to escape the house in order to relax is validated by the fact that half of women listed housework as their biggest barrier to having more fun and playtime in their lives."

For more information on the survey "Women, Men, and the Pursuit of Fun," contact Siobhan Olson at siobhan.olson@frankaboutwomen.com.



WOMEN IN CHARGE

At their national meeting this summer, the American Association of University Women (AAUW) launched a nationwide search to find and recognize "Women in Charge" who have shown themselves to be bold, innovative, and collaborative. *Frank About Women's* managing director, Carrie McCament, was among the seven women in the United States to receive the award. For more information on the award or the American Association of University Women, visit www.aauw.org.



A WOMAN'S WORTH

According to *Frank About Women* intelligence, an overwhelming majority of women said they want advertisers to portray women realistically, as independent individuals with diverse backgrounds, professional status, and active family lives. To that end, *Frank About Women* recognizes a new campaign for right-hand diamond rings, created for adiamondisforever.com.

The diamond engagement ring category has traditionally portrayed women as recipients of diamond jewelry and as display objects for glittering decorations purchased for them by men. This symbol traditionally represents a woman's relationship with a man.

On the other hand, the right-hand ring ads offer women a luxury diamond jewelry product to wear as a symbol of personal taste and even independence. The campaign realistically acknowledges the importance of the traditional diamond engagement ring while pointing out the symbolism behind a woman purchasing her own diamond ring.

Copy in the ads refers to both rings, including "Your left hand lives for love. Your right hand lives for the moment" and "Your left hand says 'we.' Your right hand says 'me.'" The tagline for the campaign is "Women of the world, raise your right hand."

MEET THE FRANK ALLIANCE

Our advisory panel, the *Frank Alliance*, is a trusted group of women thought-leaders in art, academia, film, fashion, healthcare, technology, business, community services, retail, financial services, media, and sports. These are women we admire and trust. They work to change the way women are viewed in everyday life, and we rely on their wisdom and insight to help us further understand how women truly work. Over the next several issues of this newsletter, we will use this space to profile members of our alliance, so you can get to know the women who advise *Frank About Women*.



DEBORAH BURNETT, designing woman

Deborah Burnett, ASID, is one of those lucky women who found her passion early in life. For her, it all started with Mattel's Barbie. Deborah is a registered interior designer, a licensed building contractor, a national television personality, and, most recently, the mother of the groom. In a *Frank* interview, she said her fascination with design actually started with constructing beautiful homes for her Barbie dolls, long before the toy manufacturers caught on. Deborah's Barbie dolls owned multilevel mansions made on card tables, slept in glamorous shoebox beds, and washed their Barbie clothes in pickle jars filled with warm soapy water—a precursor to Barbie's laundry facilities.

"Design was always in my blood," Deborah said. Since 1984, she has dedicated her career to studying the harmony of light and color and believes light is the catalyst for all design. "My mission is to enlighten people to the beauty, symmetry, necessity, and awareness of design and how it affects all our lives," Burnett said. "It all boils down to making us comfortable."

Deborah has appeared on HGTV, Lifetime, TNN, QVC, and all of the major broadcast networks. She is a frequent speaker at national and international trade shows and conferences and is the author of *Comfortable Living by Design*. Deborah's video series, "You Can Do It! Decorating," covers topics from children's rooms to simple room makeovers. She takes the concept of comfort to a new level as a Feng Shui expert and yoga instructor, believing both of these disciplines relate to her mission to touch and enlighten others.

For more information on Deborah Burnett's advice and design tips, visit www.deborahburnett.com.

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WHY WOMEN SHOP

The connection between women and shopping has conjured age-old questions for marketers. At *Frank About Women*, we don't just listen to what women tell us about how they shop. We shop with them. It's called **Shopography™**, and it's all about getting below the rational surface to the deeper emotional and unconscious drivers motivating women's purchasing behavior. Observational specialists accompany women into real-life shopping environments to witness firsthand how they encounter brands, navigate retail spaces, and integrate shopping into their everyday lives. This proprietary technique gains insights into motivations that are often not readily apparent and not always communicated with words.

Shopography allows us to uncover the behaviors upon which marketers can have the most influence as well as develop insight and information on specific brands.

