

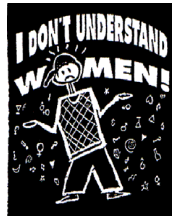


Communicating with Women Consumers

Anne M. Lavack, Ph.D.

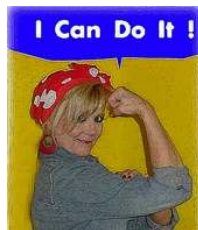
Communicating with Women

- To communicate with women, you have to understand women
 - Not many men claim to understand women!



Are Women Different?

- In 1960s, 1970s, and 1980s, women insisted that they were *not* different from men!
 - In order to gain equality in the workplace, this was a widely held view
- But today, women are more willing to recognize and celebrate the differences




So What Are These Differences?



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Differences "on average"

- Scientific research has found many differences between males and females
 - Measurable gender differences in babies as young as 3 days old!
- But please note:
 - When we discuss these differences, they are "on average"
 - Doesn't mean that there isn't overlap between behavior of males and females
 - Will always be exceptions




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Nature vs. Nurture?

- Is the difference between male & female reactions biological or environmental?
- Many differences seem to be biological:
 - Female infants more responsive to the sound of a human voice in distress
 - Very young females are more responsive to faces
 - Very young males are more responsive to objects



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Hormones – Gender Chemistry

■ Testosterone

- Related to aggressiveness, self-assertiveness, drive for dominance, competitiveness, risk-taking, and thrill-seeking
- Males generally have higher testosterone levels than females

■ Estrogen

- Related to nurturing feelings; also suppresses the effects of testosterone
- Women generally have higher estrogen levels
- When estrogen level is low, math and spatial skills improve and aggressive behaviors increase

Hormones Related to Stress

■ Adrenaline

- Released during times of stress
- “Fight or flight” syndrome

■ Oxytocin

- When under stress, women are more likely to release Oxytocin than Adrenaline
- Oxytocin triggers an urge for interpersonal interaction
 - Female desire to “talk it out” when under stress!

More Hormones....

■ Serotonin

- Women tend to have more serotonin than men
- Serotonin receptor sites in the brain damp down thrill-seeking urges; makes women more risk-averse

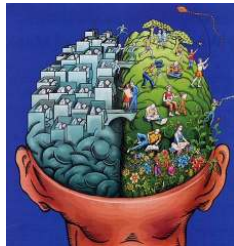
The Brain - Women

- In women, the two spheres of the brain communicate better than do men's
 - Women pull in information from different sources in both halves of the brain
 - May account for "women's intuition" as information is pulled from more different sources
 - Allows women to give a more sophisticated emotional response
 - Women are better at talking about emotions and reading subtleties



The Brain - Men

- Men's brains are more localized, specialized, and more efficient at focusing
- Men's emotions are concentrated in the right hemisphere
 - Women's emotions are distributed in several areas of brain in both right & left hemispheres
- Overall, men rely more on the right hemisphere of the brain
 - Women use both brain hemispheres together



Emotions

- Women *experience* the entire range of emotions with greater intensity and more volatility than men
- Women *express* their emotions more often
- Women *articulate* emotions better (because of the stronger connections between emotional and verbal centers of the brain)



The Senses

- Men are better at focused, sharp vision
 - Like a spotlight; very focused
- Women have better peripheral vision
 - Like a floodlight; notice more details
- Women have more acute sense of taste, touch, smell, and hearing



Skills

- Males have more aptitude for mathematics, reasoning, problem-solving, abstract principles, spatial ability
 - "theories & things"
- Females have greater ability to read emotions, stronger verbal ability
 - "people & relationships"



Relationships

- Men get closer to other people by *doing stuff* together
 - Play ball, go fishing, go to a game
- Women get closer to other people by *talking* together
 - May be in the context of an activity, but the point is to talk



Information Processing

- Fundamental differences in the way men & women process information
 - Women process more extensively more different pieces of information (tend to have a better visual memory for details)
 - Men tend to rely more on mental shortcuts



Comparing Men and Women

- Men are soloists; women are ensemble players
- Men aspire to be "winners"; women prefer to be "warmer"
- Men occupy a pyramid; women occupy a peer group
- *Women value closeness and connection over achievement and competition*



Women want to be connected

- Women love sharing ideas, feelings, dreams, fears, and information
- Women make 70% of all long distance calls dialed from home
- Women form spontaneous communities
 - At the gym, the playground, at work, in cyberspace, at the bus stop, ...
- Connecting women to each other can connect them to your company or brand



Ideology

Women's Philanthropy Women's Issues



- Women are more philanthropic, giving more time and higher percentage of their money
- Women are the morally superior sex; they lie less, are more responsible, are more honest at work, and can be trusted more.

Women's Aspirations

- Women's number one aspiration is to make the world a better place
- Seeing their kids become really successful comes in a close second



Women & Economic Power



Women are Powerful Consumers

- Consumer spending accounts for 2/3 of the economy
 - Women make (or influence) 80-85% of all consumer buying decisions!
 - Women buy 50% of all cars and influence 80% of all car sales.
 - Women buy 50% of all personal computers.



Women and Family Income

- In families where women work, wives out-earn their husbands about 30% of the time.
- 85% of the Fortune 500 companies do not have a woman in the top 5 positions.



Women and Health Care

- Women influence 80% of all healthcare decisions
- Women buy 75% of all over-the-counter drugs



Women and Business

- Women entrepreneurs account for 70% of new business start-ups
 - Women start new businesses at twice the rate of men.
 - Female-owned businesses are more likely to succeed:
 - At the 5-year mark, 65% of female-owned new businesses are still in operation, compared to only 58% of male-owned businesses
 - The majority of corporate purchasing agents and purchasing managers are women

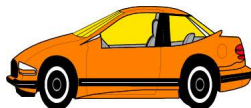


Quiz About Men and Women



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Quiz - continued

6. Who buys more music?



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- Who buys more music?
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10. Who spends more on home improvement projects?



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How Women Buy



Women as Consumers



- Women have different priorities, preferences, and attitudes
 - **Men** are looking for "a good solution"
 - **Women** are looking for the "perfect answer"
- Women's purchase decisions are radically different
 - **Men:** "I think, I decide, I buy"
 - **Women:** "I think, I decide, I think some more, I talk to friends, I think, I think some more, I talk a little more, OK – now I buy"

Brand Loyalty

- Women invest more time in making decisions about buying
 - One result is greater brand loyalty in the long run
 - Also greater likelihood to discuss their choices and make referrals (word-of-mouth)



Word-of-Mouth

- What women buy, women "sell"
 - When women are pleased with products, they talk about it to others
 - This word-of-mouth is a powerful tool:
 - Credible
 - Effective
 - Persuasive
- Attitudes change when people talk



The power of girl talk



Among the mom segment, word of mouth about shopping, retail and apparel is highly impactful, with 69% likely to purchase based on what is heard

84% of women tell others when they have had a great brand experience.

75% "often or all the time" talk about brands they feel strongly about.

50% will tell people about brands they love even when not asked.

Source: Babycenter, 2008; Publicis, 2008

Faith Popcorn & EVEolution



"The way women think and behave is impacting business, causing a marketing shift away from a hierarchical model toward a relational one."

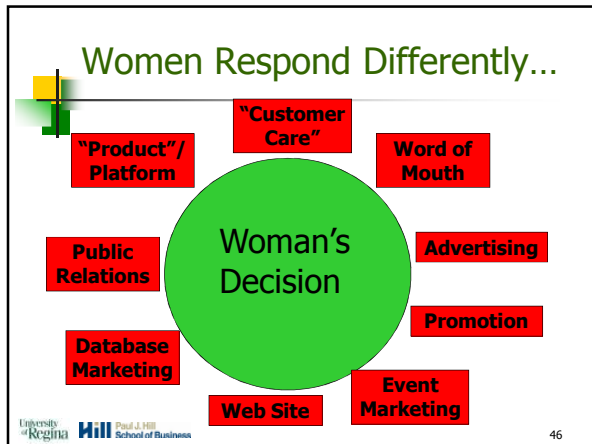


What Do Women Want?

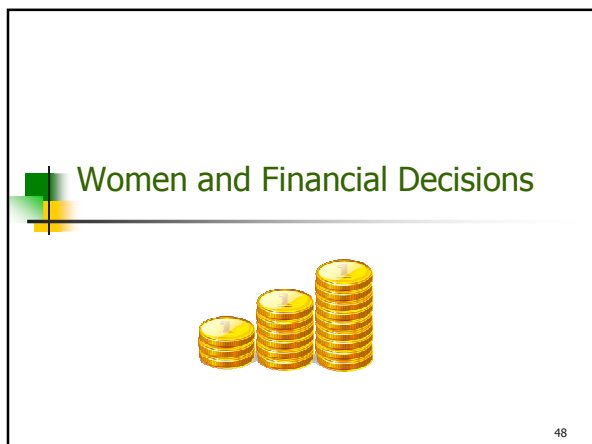


- Women want a brand to extend into their lives in as many ways as possible. They want a brand to speak to their heads and their hearts. To understand them. To recognize their needs, values, standards, and dreams.
- Women want a brand that doesn't say, "Tough luck, that's not our strategy," but that says, "Tell us what you want and we'll make it our strategy."

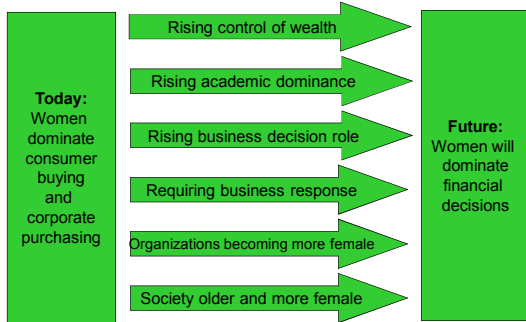




Female Market Segments			
PRE-WORLD WAR II WOMEN		POST-WORLD WAR II WOMEN	
Born 1910-1930 (Civic)	Born 1931-45 (Adaptive)	Born 1946-1964 (Boomer)	Born 1965-1975 (Generation X)
Strongly influenced by Depression and World Wars.	Grew up in the shadow of Depression and World Wars.	Influenced by Civil Rights, Vietnam, Feminism.	Influenced by the stock market boom and bust of 1980s.
Value money, community, unpaid work.	Concerned about women's issues, child welfare, education.	Community oriented, prefer hands on philanthropy, seek change.	Value religion, health, quality of life. Believe men and women are equally philanthropic.
Fear financial troubles.	Wary of issues of money and power.	Desire accountability.	Influenced by divorce, downsizing, and longevity.
Defer to men in financial decisions.	Part of the Sandwiched Generation.	Concerned with financial planning and retirement.	Seek information and involvement.



Women's influence is increasing...



Women's Finances

- Women have substantial clout in the financial arena:
 - Influence 75% of financial decisions
 - Make *at least* 29% of financial decisions alone
 - Write 80% of cheques
 - Pay 61% of bills
 - Constitute 40%+ of those with net worth over \$500,000 dollars
 - 48% of stock market investors are women.
 - Half of all women own mutual funds.



Women Baby Boomers

- Women directly control 51% of the wealth in the USA, and this will rise dramatically as the baby boom ages.
 - Baby boomers control 70% of all assets
- On average, women will be widowed at age 67, and will most likely survive their husbands by 6-15 years.
 - During this time they will have sole control of the household's assets.
- This will undoubtedly be the youngest, healthiest, wealthiest, best-educated group of retirees ever



Women and Advertising



You mean a woman can open it?

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Advertising to Men & Women

- Ads for women are often more detailed
- Women appreciate fine distinctions
 - e.g., 5 different variations of shampoo for curly hair, straight hair, oily hair, dry hair, etc.
- Men think in a more macro way, and prefer to look at the big picture
 - Men are less likely to process complex metaphors.

Who is the messiest?
Men or women?

Let's clear this up.
Join the great debate at
whosisthemessiest.com

IKEA

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Sex in Advertising



- Men are much more responsive to sexual cues
- Example:
 - In one study, men & women listened to taped conversations about non-sexual topics. On one tape, a woman discussed whether she should become an anthropologist. Men read sexual cues into the conversation, while women didn't.

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How Women Feel About Ads

- 91% of women think advertisers don't understand them
- 58% of women are annoyed by how advertisers portray their gender



What communications work?

- Communications that educate, empower, and provide reassurance are most successful in women's markets
- Communications that connect women and give them a feeling of belonging
- Communications that effectively reach women will have their impact magnified by word of mouth
 - Women are often persuaded by word-of-mouth



Recommendations



Recommendation #1

- **Focus on issues that interest women**

- Making the world a better place
- Caring about people
- Looking after family



Recommendation #2

- **Design communication messages specifically for women and carefully target these messages**

- Feature intelligent women talking about issues that women care about
- Focus on media that specifically appeal to women (e.g., women's magazines, lifestyle sections of newspapers)



Recommendation #3

- **Find ways for women to connect with each other**

- Organize events aimed at women, dealing with issues of interest to women
- Use these events to find out what women think about your company or brand



■ *Attitudes Change When People Talk... so get women talking*

Recommendation #4

- **Be aware of different cohorts within the female target group**

- E.g., older women may focus on different issues than younger women



Recommendation #5

- **Focus on Corporate Social Responsibility**

- Women want companies to care about more than just making a profit
- Making the world a better place is important to women



Thanks for listening!