

THE 3 Ps IN A CoBS POD



PERCEIVE

with a set of key takeaways



PROJECT

with food for thought: on yourself, your organisation and the wider context



PERFORM

by putting it all into practice using action tips





PERCEIVE

with a set of key takeaways

- Clothes spending represents an enormous market throughout the world, with Japan and France being notable contributors. Knowing their markets, who their consumers are and how they behave, are important for marketers, allowing targeted marketing campaigns, clothes design, and brand image.
- Mothers and daughters are key elements in the purchasing act. Moreover, each one plays a major role in influencing one another's purchasing behaviours with varying degrees depending on cultural context.
- Both mothers and daughters compare themselves against each other. The shopping spree provides a perfect, intimate moment to do this.
- A daughter represents a deep type of extended self for mothers: daughters can serve as a kind of 'new self' or new image that can help them redefine mothers' own roles and identities.
- Daughters can serve as 'objects of comparison', influencing what clothes and fashions their mothers buy, which new shops to explore, and which new brands to try out; However, this behavioural change occurs only for French mothers.
- Mothers confident in their worth and abilities will likely turn to their daughters at an individual level in the transition phase of their daughter's adolescence. But especially in Japan where collectivistic values are respected, mothers will also keep a sharp eye on other women in society who are role models.
- Western and Eastern parents do differ radically in how they promote the goals and hopes they have for their children and identify with the collective or individualist approach to asserting them.
- Understanding cultural nuances and the mother-daughter relationship is essential for marketers to tailor their strategies effectively. This includes product development, pricing, and communication strategies.
- Brands that consider these factors and adapt their marketing strategies accordingly are likely to succeed in tapping into the growing clothing market.



Read the full research
insight article in Global
Voice magazine #24



PROJECT

with food for thought

- Think of your family or a colleague's family that includes a mother and daughter(s) relationship. How do mother and daughter dress? To what extent do they "mirror" each other and, to your knowledge, who influences who?
- What are the strong retail outlets/brands in your country that cater for female fashion or clothing? In what ways can they emphasize the emotional bonding and strong ties between mothers and daughters while developing new and innovative products?
- If these brands already have strong marketing highlighting the mother-daughter relationship, what are the ingredients for their success? Where do they advertise and why in these specific locations?
- What barriers related to consumer behaviour might exist that may pose challenges for brands seeking to expand to the Asia-Pacific or European markets?
- Considering the profound impact of self-esteem on consumer choices, what strategies can a brand employ to empower and resonate with its target audience, whether boosting the confidence of mothers or celebrating the individuality and aspirations of daughters?

Thoughts



PERFORM

by putting it all into practice



CHECKLIST

- Carry out research to study the impact that your mother and daughter consumers have on your brand. What percentage of your consumers are mothers and daughters? This research can be conducted as questionnaires, surveys, or interviews to gain more insights into your consumers' behaviour.
- If your brand is venturing into the Japanese or French markets, exploit theoretical perspectives from the research that
 - 1) teenagers in Japan tend to influence their parents by persisting and nagging in a one-way dialogue
 - 2) that western adolescents will try bargaining and reasoning. Using humour as your approach, conceptualise 3 (television, online, and press) marketing content collateral that convey and highlight these traits.
- Draw up a marketing campaign or initiative that encourages daughters to bring their mothers to discover your outlet, brand, and styles. Accompany this physical presence in your outlet with some form of welcome gift or takeaway for both mother and daughter. Aim for "customer delight" and brainstorm how to ensure a repeat of their visit to your boutique.
- If aiming for the Japan/Asia-Pacific market, ensure that your marketing team is aware of the general socio-cultural traits among Asian mothers and daughters. Identify through market/socio-cultural data and/or carry out a market survey on:
 - 1) The aspects that mothers and daughters are most conscious of or concerned about regarding themselves and others' perceptions of them. Then draw up ways in which your brand and products can satisfy these concerns.
 - 2) The current role models that females may relate to or compare themselves to. Analyse how your current clothing adequately fits with these role models and ways in which they could better fulfil fitting to these models.
 - 3) The current trends in social norms for females. Identify how your brand can cater for these current norms. How will these norms change in the next 2, 3, 5 or 10 years? What are the influencing factors? How will your brand follow this change accordingly – or lead that change with your products? Draft your strategy with all the relevant stakeholders within your brand and include external stakeholders (suppliers, customers) in this initiative.



PERFORM

by putting it all into practice

CHECKLIST

- Explore and optimize your product development for the Asia-Pacific market:
 - ✓ For instance, by developing special travel packages or cosmetics for mother-daughter pairs
 - ✓ Re-adjusting your pricing through marking up daughters' products likely to be purchased by mothers
 - ✓ Or inversely, putting a lower ticket on an item destined for mothers in order to appeal to daughters' pockets.
- For your western markets, ensure that your campaigns emphasize the closeness of the mother-daughter relationship which gives a strong psychological impact and motivation for changing image and style of clothing.
- Carry out an audit of your online and social media channels. How do they already attempt to attract daughters? And how can they be improved to attract daughters who in turn alert their mums to new trends and ways of purchasing?
- Encourage teenage visitors to your site to endorse/ push potential "mother buys" through:
 - ✓ Displaying social media share buttons on your website
 - ✓ A "leave a comment" box
 - ✓ "Like, love and recommend" emoji below your products
 - ✓ A "tell your story" feature/widget enabling customer referencing
 - ✓ A blog where daughters can upload their photos sporting purchased or wish-list products from your brand.
- Additional marketing tools to shape your strategy and strengthen the above:
 - ✓ "Laddering": map out your product and how it connects with target consumers.
 - ✓ PESTEL: A tool for identifying future socio-economic factors, opportunities and threats in your target markets.
 - ✓ Identifying "pain points" – problems or unmet needs that people pay to solve
 - ✓ Use the "6 thinking hats" method to conduct focus groups
 - ✓ Crystallise your brand offer by using Clayton Christensen's famous "Job to Be Done" theory.



Getting involved


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