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**gender marketing:**

*New Insights for New Concepts*

Conference Gender and Marketing
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**Contents**

- What is gender marketing?
- Purchasing decisions – who is responsible for them?
- Brief analysis of an unknown target group
- Biology and behaviour: Which role do they play and how do they manifest in marketing?
- Examples
Women Decide on Consumption

- USA: 83% - 87% of all consumer purchases
- Germany: 90% of all fast moving consumer goods

Purchase Decisions:
Women in the US Decide Over

- 83% - 87% of all consumer purchases
- Home furnishings: 94%
- Vacations: 92%
- New homes: 91%
- DIY ("home projects"): 80%
- Cars: 60% + 30% influence on others
- Consumer electronics: 51%
- New bank accounts: 89%
- Healthcare: 80% and 2/3 of all spendings

(Tom Peters: Re-Imagine)
US-American women
- Write 80% of all checks
- Pay 61% of all bills
- Own 53% of all stocks
- Influence 75% of all financial decisions
- Buy 65% of all Volvo cars and 31% of all Mercedes Benz

approaching the target group
The Female Target Group is Attractive For the Economy!

- Women today enjoy a higher standard of living.
- Women buy not only for themselves, but for their entire social network.
- Products that work in women’s private lives, also work in their jobs – and vice versa.
- Women are extremely faithful when satisfied with a product or the service.
- Women are the best advertising experts on earth: Reliable, unpaid and priceless.
- 52% of the world's population and most seniors are women!

which new aspects does sex / gender bring into marketing?
Gender Marketing refers to both women and men and it is an economic matter, not a political one.

Characteristics of Gender Marketing

- Actually correctly, but misleadingly: Sex marketing
- Sex specific differences: Biology as a new factor
- Focus on the market's needs – not the company's
- Offers that meet the true market needs
- Holistic concepts
- Please: No "Women's Department "!
- Development of unique selling propositions (USP)
- Adjustment of organizational structures and workflows.
Gender Marketing Covers the Entire Marketing-Mix

Classically:
- Product
- Price
- Place
- Promotion

New:
- Market research
- Services
- Relationship management
- Corporate policy, Corporate ethics, social commitment

Strategies in Gender Marketing: Product Development and Store Conception

Two fundamentally different concepts:

1. Products for women or men
2. Product development according to women's needs very often tends to result in better products for men

Same for stores!
Category 1: Typically...
Category 1: Cars…

Category 1: The Original Hummer („Humvee“)
Category 1:
For Men: Hummer H1
bluestone

Category 1:
For Women: Hummer H2

bluestone

Category 1: Men's Skin Care Products of a New Generation

L'ORÉAL menExpert

Beste Technologien für die Haut jedes Mannes

ACHTUNG!

Unsere Superlative haben eigene Hautprobleme. Ein Glick gibt es für jedes Hautproblem eine spezielle Lösung.

FRAUEN-ANTWORTEN

ACHTUNG!

Unsere Superlative haben eigene Hautprobleme. Ein Glick gibt es für jedes Hautproblem eine spezielle Lösung.

GÖREN SIE

1 von 10

mann-ärztes-können

WOMEN-ANTWORTEN

ACHTUNG!

Unsere Superlative haben eigene Hautprobleme. Ein Glick gibt es für jedes Hautproblem eine spezielle Lösung.

GÖREN SIE

1 von 10

mann-ärztes-können
Category 1: Men's Skin Care Products of a New Generation

Category 1: Computer for Men
e. g. Asus + Lamborghini

- „all salient characteristics of a genuine Lamborghini"
- Intel® Centrino® Duo mobile technology
- < 3 kg
- List Prices (2006)
  - Black: 2.600 €
  - Yellow: 2.600 €
bluestone

Category 1: Computer for Women?
ASUS S6F
- 10-inch-Subnotebook
- Cover: Pink Leather (Crocodile)

bluestone

Category 1: Computer Games
1 x for Men, 1 x for Women
Category 1: Game Pods
For Boys or Girls?

Category 1: Cell Phones
Finally a Cell Phone for Men: MOTO RAZR
bluestone

Category 1: Cell Phones
The „Female“ Version

bluestone

Category 1:
The Alternative to Pink: Bling
Category 1: Chocolate Bars Only for Men
Nestlé (UK)
Category 2:
Volvo YCC

Category 2:
Apple iPod
Category 2: Cordless Fastening Drivers
Bosch feiert Erfolge

- 300 g
  - Li-Ion Battery
- 2.2 kg
  - Standard Batteries

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**what are the reasons for these differences between women and men?**
Differentiation Characteristics: Differences on Several Levels

- Biology
- Sociology
- Psychology

Differentiation Characteristics: The Sociological Level

- Without any doubt: the social environment influences the biological disposition of every human being.
- But: too many theories end up as ideologies.
- Highest probability: biological factors and environmental influences are part of the same system (brain plasticity, epigenetics etc.)
- Research has only just begun!
Differentiation Characteristics:
The Biological Level
- Physiology
- The 5 Senses
- Brain Structure
- Hormones
- Metabolic processes

Simon Baron-Cohen:
"The Essential Difference: Men, Women and the Extreme Male Brain"
The hormones are responsible for the development of body and brain of the fetus. Testosterone influences the growth of the body halves and brain hemispheres. A person with a bigger left body half (L>-group) is an E-type. A person with a bigger right body half (R>-Gruppe) is an S-type. We are born as E- or S-types and usually stay that way for our whole life.

A system is characterized by
- a recurrent regularity
- the principle "input – operation – output " and
- the law of cause and effect, marked by linearity.

There are at least 6 existing systems: technical, natural, abstract, social, organisable and motoric systems.

Systematists are characterized by their small spectrum of interests and a high attentiveness for details.

Typical systematists posses only little E-parts.
Empathy is the combination of the perception and understanding of cognitive and emotional processes within another person or creature (theory of mind).

Empathic people are able to identify a large amount of the 412 defined human emotions.

Empathy goes far beyond "Emotion".

Typical empathics posses only little S-parts.

These Types exist regardless of the sex!

But there is a sex specific distribution:
Most E-Types are women, most S-Types are men.

50% mixed types and extreme expressions (e. g. autists) are rare, because they are hindering – from the evolutionary perspective.
Differentiation Characteristics: The Psychological Level: Women and Men

Show a contradicting attitude according to their buying habits:
Women: Purchase Shopping
Men: Need purchase Luxury purchase

Make different purchase decisions
Need different products, information and services
Set a different value on a shop’s atmosphere
Even move differently through a shop.

Purchasing Decision Processes: Men’s need purchase
Purchasing Decision Processes: Women's Shopping

Further Information:

- Consulting
- R&D
- Trainings
- and much more on

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Thank You
For Your Attention!