

Marketing To Women - UK - March 2011

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What is this report about?

Consumer behaviour can be complicated and bewildering. What makes women think, feel and reason in a certain way? How do they choose between different product alternatives (eg brands, products and retailers) and equally what influences their purchase decisions (eg culture, family, media)?

A woman may behave differently depending on situations, even though her personality is relatively stable. However, personality traits and characteristics have a strong influence on her behaviour.

What have we found out?

- Times are changing and so too is the role of women and the age at which they reach the milestones of marriage and motherhood.
- Personality traits and characteristics have a strong influence on behaviour; based on a combination of the 'Big 5 personality factors' proposed by researchers Costa and McCrae and Raymond Cattell's 16 Personality Factors, this report delves deeper into the core personality traits of women.
- What makes women think, feel and reason in a certain way?
- How do women choose between different brands, products and retailers?
- To what extent does culture, family and media influence their purchase decisions?
- How do women evolve through the age groups and lifestages, and how does this affect their relationships with brands and the choices they make?

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